

Department of Transportation

Division of Highway Safety

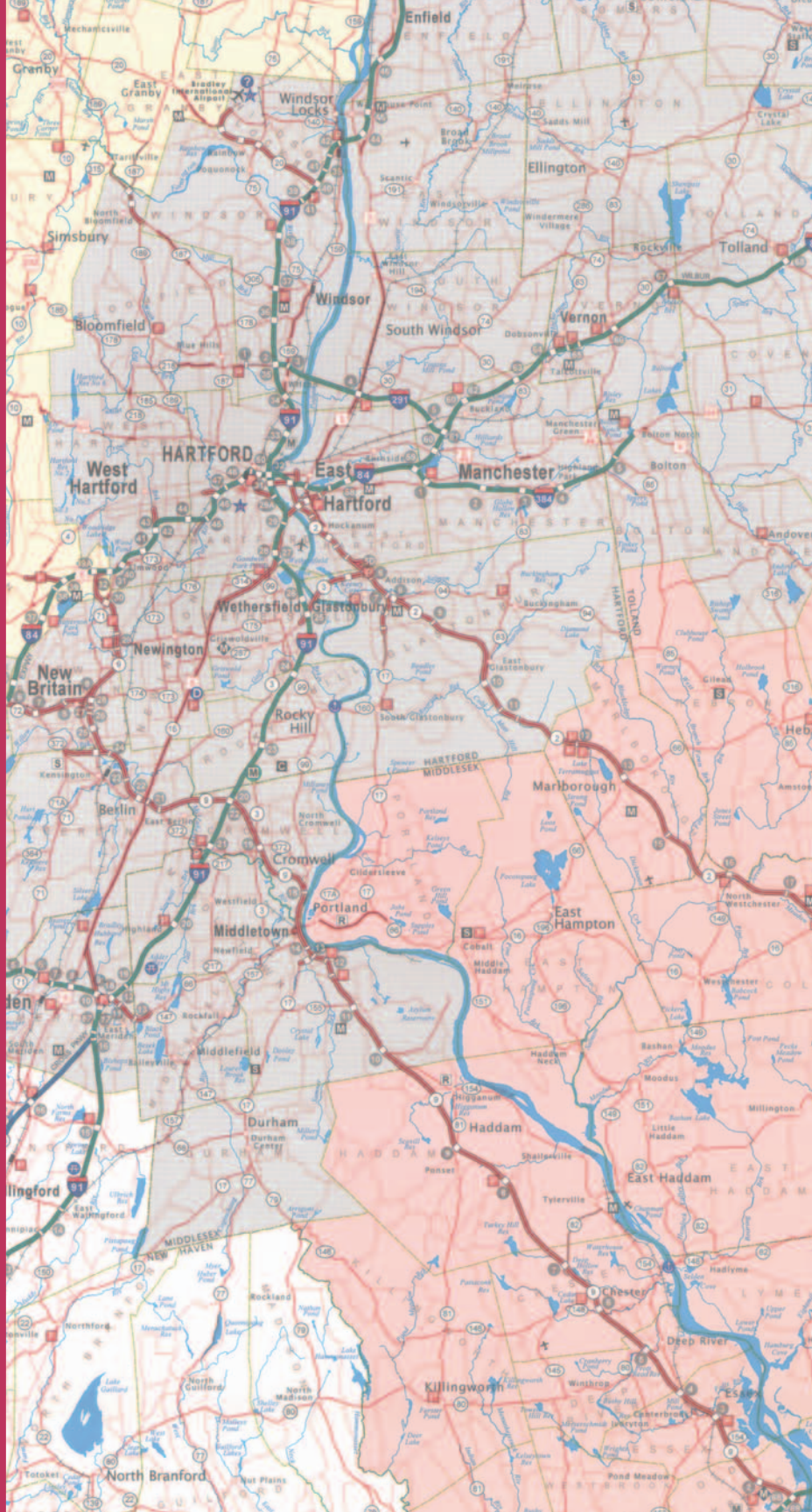
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2800 Berlin Turnpike

Newington, Connecticut 06131-7546

CONNECTICUT HIGHWAY SAFETY
ANNUAL REPORT
FEDERAL FISCAL YEAR 2005

THE ROAD WE TRAVELED IN 2005.



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The Connecticut Department of Transportation's mission is to provide a safe, efficient, and cost-effective transportation system that meets the mobility needs of its users. The Division of Highway Safety is committed to saving lives and preventing injuries by reducing the number and severity of traffic crashes that occur on Connecticut's roadways. This Annual Report contains information on initiatives, projects, and financial expenditures of Connecticut's Highway Safety Program for federal fiscal year 2005. The highlights of this reporting period reflect a reduction in the number of injuries and alcohol-related fatalities, a decrease in injuries to motorcycle operators, and an increase in occupant restraint usage.

Fatal crashes in Connecticut increased one percent between 1999 and 2003 (270 vs. 273), compared to increases of four percent and three percent, respectively, in the New England region and nationwide. The greatest number of fatal crashes occurred on State highways, followed by local roads. More drivers ages 25-34 and 35-44 were involved in fatal crashes than drivers in any other age group.

Approximately three-quarters of the drivers involved in fatal crashes were male. Fifteen percent of the drivers involved in fatal crashes did not have a valid driver's license, which is comparable to the national rate (also 15 percent), but higher than the regional rate (11 percent). The most prevalent driver-related factor in fatal crashes was "running off the road" (40 percent), followed by "driving too fast for conditions" or "in excess of posted speed limit" (30 percent).

Fatalities in Connecticut decreased two percent over the five-year period from 1999 to 2003 (301 vs.

294), compared to increases of four percent in the New England region and two percent nationwide. In Connecticut, all three measures of the fatality rates—vehicle miles traveled (VMT), population, and licensed drivers—were considerably lower than the national rates each year. Driver fatalities in Connecticut rose 11 percent between 1999 and 2003 (169 vs. 187), compared to an increase of six percent in the region and nationally. Fatalities were highest among persons ages 65 and over, followed by persons ages 25-34; 71 percent of the fatalities were men.

Alcohol-related fatal crashes in Connecticut fluctuated between 120 and 148 over the five-year study period. Alcohol-related fatalities decreased four percent over the five years (136 vs. 131), compared to increases of three percent nationwide and four percent in the New England region. The proportion of alcohol-related fatalities to total fatalities was higher in Connecticut each year than in the region or the nation. Alcohol-related fatal crashes were most likely to occur June through September (40 percent), on Saturday and Sunday (46 percent), and between 9 p.m. and 3 a.m. (53 percent).

Testing for Blood Alcohol Concentration (BAC) was performed in 49 to 58 percent of all drivers involved in fatal crashes in Connecticut. This amount exceeded the regional rate in three of the five years, and the national rate in four of the five years. The proportion of fatally injured drivers tested for BAC each year was much higher in Connecticut than nationwide (83 percent to 88 percent vs. 71 percent to 73 percent, respectively). The Connecticut rate exceeded the regional rate (69 percent vs. 89 percent) in four of the five years. Of the fatally injured drivers in

Connecticut, 34 percent had a BAC of .08 percent or higher, compared to 28 percent in the region and 24 percent nationwide. Connecticut drivers in the 21-24 age group were the most likely to be intoxicated (45 percent). Of the fatally injured drivers under the legal drinking age of 21, 32 percent had a BAC of .08 percent or higher.

Speeding-related fatalities over the five-year period from 1999 through 2003 in Connecticut ranged from 111 to 154, decreasing by two percent compared to an eight percent increase in the region and six percent increase nationwide. Of the drivers with previous speeding convictions, 30 percent were 25-34 years of age, and 86 percent were male.

Safety belt use in Connecticut increased from 73 percent in 1999 to 83 percent in 2004, exceeding the national rate each year with the exception of 2003. The proportion of fatally injured passenger vehicle occupants who were not restrained was below the national average in each year from 1999 through 2003. The use rates for those who survived crashes ranged from a low of 45 percent for those 21-24 years of age to 88 percent of those under the age of five.

Safety in highway construction or work zones is important to both motorists passing through and personnel working at these sites. Work-zone-related fatal and A-injury or serious crashes continued to decline. During the 1999 through 2003 period, the number of serious crashes fluctuated from a high of 33 in 2000 to a low of 15 in 2003.

Motorcyclist fatalities decreased 26 percent in Connecticut over the five-years, compared to a 23 percent decrease in the New England region and

a 47 percent increase nationwide. From 1999 through 2003, there were 205 fatal crashes involving motorcycles; 209 operators/passengers were killed in these crashes. Seventy-one percent of the motorcyclists killed were not wearing helmets, compared to approximately 50 percent of the fatalities in the New England region and nationwide. Speed was more likely to be a factor among motorcycle operator fatalities in Connecticut (52 percent). In addition, 39 percent of the motorcycle operators killed had a BAC at or equal to 0.01 percent, compared to a regional rate of 36 percent and a national rate of 29 percent.

The Traffic Records program has been making progress over the past several years. A self-assessment was completed in 2004 to provide an updated blueprint of program status, for use and reference by all concerned. In 2005, the Connecticut Traffic Records Coordinating Committee, a multi-agency/governmental entity, oversaw this program area.

Young driver (16-20 years old) fatalities in Connecticut increased 27 percent over the 1999-2003 period. Of all the young drivers involved in fatal crashes, 81 percent were male. One-half (49 percent) of the young drivers involved in fatal crashes used an occupant restraint, which is higher than the rate in the New England region (39 percent), but lower than the rate nationwide (52 percent).

2003 Connecticut
Motor Vehicle Crash Profile*

Total Crashes	80,896	+2.8 percent
With Fatalities (FARS)	273	-8.4 percent
With Property Damage Only (FARS)	49,671	+6.3 percent
With Injuries (FARS)	30,952	-2.2 percent
Number of Fatalities	294	-8.7 percent
Drivers	187	-2.6 percent
Passengers	69	-9.2 percent
Motorcyclists	29	-60 percent
Other	38	-29.6 percent
Number of Injuries	45,046	-4.3 percent
Severe (A) injury	2,731	-8.9 percent
Moderate (B) injury	10,881	-3.1 percent
Minor (C) injury	31,434	-4.2 percent

* Percent change 2003 vs. 2002; data on “fatal” crashes are from the National Highway Traffic Safety Administration (NHTSA) Fatality Analysis Reporting System (FARS); data on “injury” and “property damage only” crashes are from the Connecticut Department of Transportation’s Collision Analysis System; “other” includes pedestrians, bicyclists, and other non-motorists.

Preliminary 2004 data indicate that there were 2,984 fatal and serious (A) injuries, 10,459 moderate (B) injuries, and 30,909 minor (C) injuries reported. Increased safety belt use is one of the presumed underlying causes of this improved safety record in crash severity.

Enforcement efforts with their high degree of visibility are other presumed contributing factors for Connecticut’s improved safety record. Many local police departments participate in mutual aid compacts to enhance enforcement efforts, including checkpoint and media activity. Focus areas include impaired driving, occupant restraint, child passenger safety, speeding, and red light running.

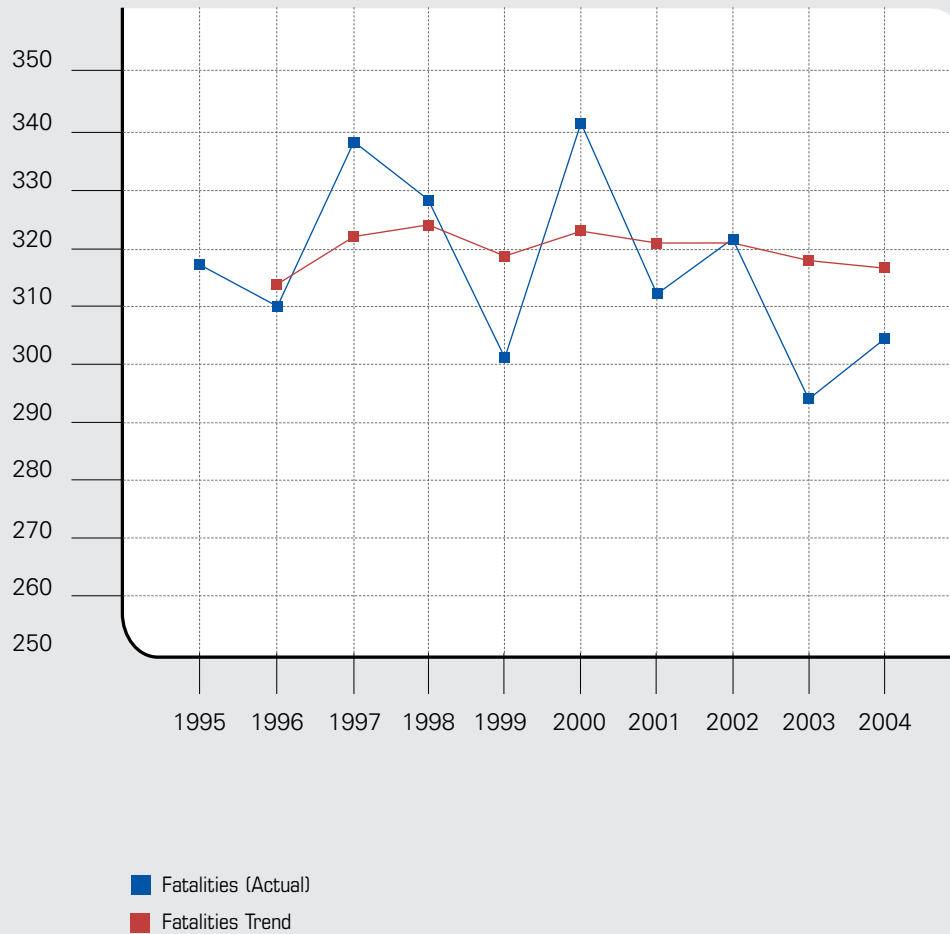
The success of the Highway Safety Program is contingent on cooperation and coordination with safety partners and the motoring public. NHTSA and the Federal Highway Administration (FHWA) continue to provide leadership and technical assistance. Various state agencies are active participants, including the Department of Public Safety/State Police, the State Police Toxicology Laboratory, State of Connecticut Judicial Branch, Department of Mental Health and Addiction Services, Department of Public Health, Department of Motor Vehicles, Motor Carrier Safety, Division of Criminal Justice, Office of the Chief State’s Attorney, and the Office of Policy and Management. Local law enforcement agencies, through coordinated efforts with Connecticut Police Chiefs’ Association, are also essential partners. Schools, civic and non-profit groups (including MADD, the Connecticut Coalition to Stop Underage Drinking, SAFE KIDS, Connecticut Motorcycle Riders Association), and private sector and business organizations all serve as cooperative partners. Connecticut also actively participates in the Governor’s Highway Safety Association (GHSA) and the National Association of State Motorcycle Safety Administrators.

Crash Data / Trends	Baseline Data 1995-1999					Progress Report Data 1997-2004				
	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Fatalities (Actual)	317	310	338	329	301	342	312	322	294	305
Fatality Trend		314	322	324	319	323	321	321	318	317
Fatality Rate/100 million VMT	1.1	1.1	1.2	1.1	1.0	1.1	1.0	1.0	0.9	1.0
Fatality Rate Trend		1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1
Injuries (Actual)	48,595	49,916	48,432	47,115	49,304	51,260	50,449	47,049	44,925	44,047
Injury Trend		49,256	48,981	48,515	48,672	49,104	49,296	49,015	48,561	48,109
Fatality & Serious Injury Rate/100 million VMT	21.1	18.5	17.5	15.4	14.1	14.0	12.7	10.6	9.6	9.5
Fatality & Serious Injury Rate Trend		19.8	19.1	18.1	17.3	16.8	16.2	15.5	14.9	14.3
Fatality Rate/100k Population	9.7	9.5	10.3	10.1	9.2	10.0	9.1	9.3	8.4	8.7
Fatality Rate Trend/100k Population		9.6	9.8	9.9	9.7	9.8	9.7	9.6	9.5	9.4
Fatal & Serious Injury Rate/100k Population	181.0	159.1	153.2	138.0	128.8	126.8	113.8	95.9	86.8	85.2
Fatal & Serious Injury Rate Trend/100k Population		170.0	164.4	157.8	152.0	147.8	143.0	137.1	131.5	126.9
Alcohol-Related Fatalities	138	130	133	129	134	146	144	135	131	121
Alcohol-Related Fatality Trend	134.0	133.7	132.5	132.8	135.0	136.3	136.1	135.6	133.7	
Percent of Alcohol-Related Fatalities	44%	42%	39%	39%	45%	43%	46%	42%	45%	40%
Percent of Alcohol-Related Fatalities Trend		43%	42%	41%	42%	42%	42%	42%	43%	42%
Alcohol-Related Fatality Rate/100 million VMT	0.49	0.46	0.47	0.44	0.45	0.47	0.47	0.43	0.42	0.36
Alcohol Fatality Rate Trend		0.48	0.47	0.46	0.46	0.46	0.46	0.46	0.46	0.45
Mean BAC in DUI Arrests		0.17	0.168	0.168	0.167	0.168	0.169	0.165	0.164	0.162
Mean BAC Trend			0.169	0.169	0.168	0.168	0.168	0.168	0.167	0.166

Crash Data / Trends (cont.)	Baseline Data 1995-1999					Progress Report Data 1997-2004				
	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Speed-Related Fatal Crashes	31.0%	28.0%	39.8%	27.1%	36.3%	34.6%	43.9%	46.3%	37.2%	32.6%
Speed-Related Crash Trend		30%	33%	31%	32%	33%	34%	36%	36%	36%
Percent of Population Using Safety Belts	59.2%	67.2%	67.6%	70.1%	72.9%	76.3%	78.0%	78.0%	78.0%	82.9%
Safety Belt Use Trend		63.2%	64.7%	66.0%	67.4%	68.9%	70.2%	71.2%	71.9%	73.0%
MOTORCYCLE DATA	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Injured	878	833	774	891	916	916	1052	983	930	999
Injuries /10k Registrations	172	162.0	152.6	174.6	171.1	155.1	166.9	149.4	133.8	129.3
Motorcycle Injury Trend		166.9	162.1	165.2	166.4	164.5	164.9	162.9	159.7	156.7
Involved Fatalities	31	33	30	38	41	38	50	46	44	27
Fatalities /10k Registrations	6.0	6.5	5.8	7.5	8.0	7.1	8.5	7.3	6.7	3.9
Motorcycle Fatality Trend		6.2	6.1	6.5	6.8	6.8	7.1	7.1	7.0	6.7
Percent of Fatality Injured MC	52%	42%	66%	44%	42%	54%	43%	38%	48%	55%
Operators BAC > 0%		47%	53%	51%	49%	50%	49%	47%	48%	48%
Fatality Injured Trend										

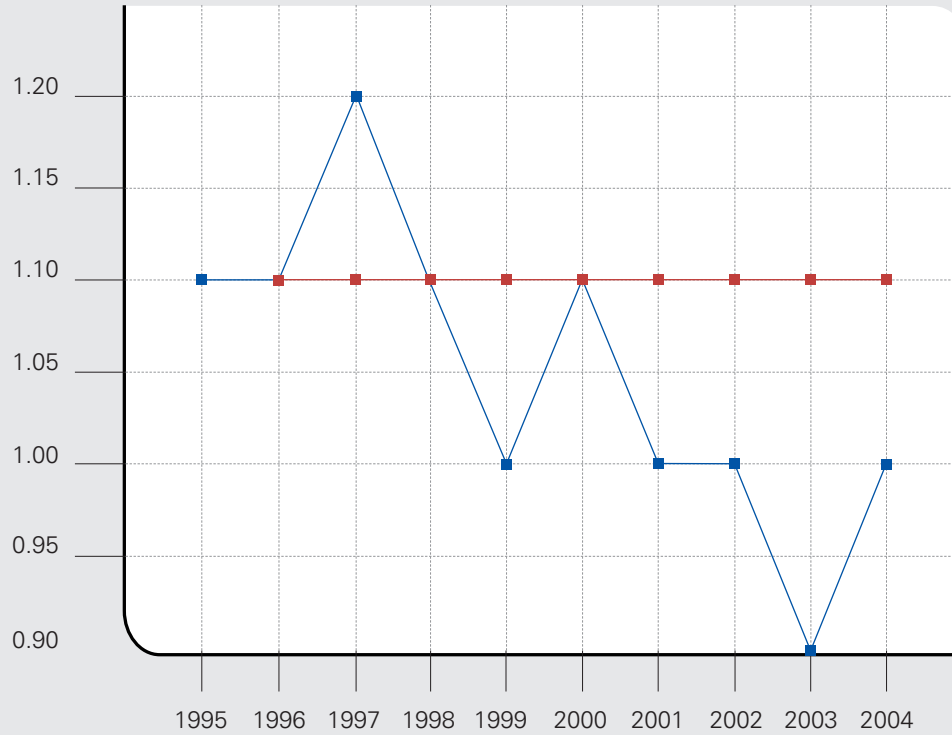
Fatalities Baseline — 319

GOAL: Reduce current number of fatalities



Fatality Rate/VTM Baseline — 1.1

GOAL: Reduce the fatality rate/100M VMT

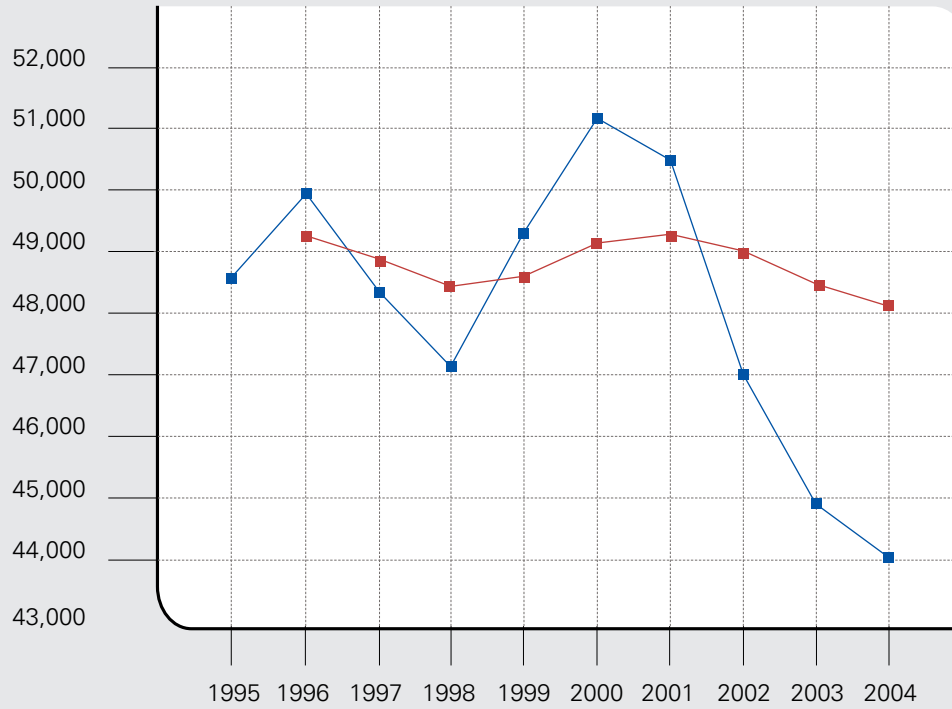


■ Fatality Rate/100 million VMT

■ Fatality Rate Trend

Injuries Baseline — 48,515

GOAL: Reduce the number of injuries

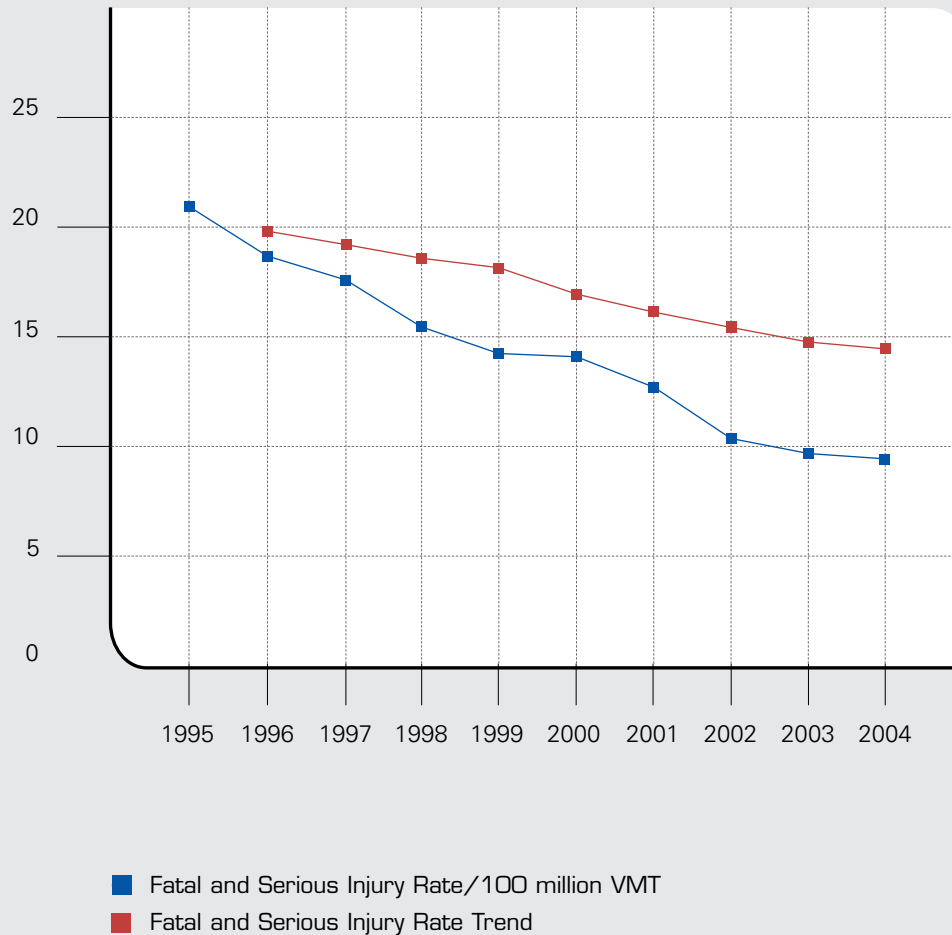


■ Injuries (Actual)

■ Injury Trend

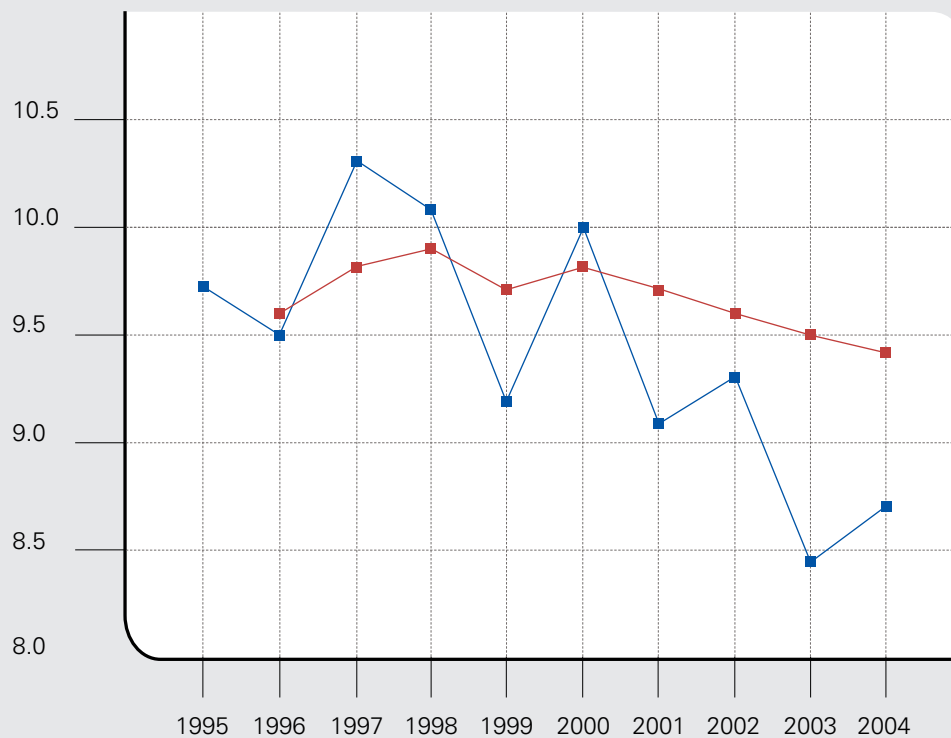
Fatal and Serious Injury Rate/VMT Baseline — 18.14

GOAL: Reduce the fatal and serious injury rate



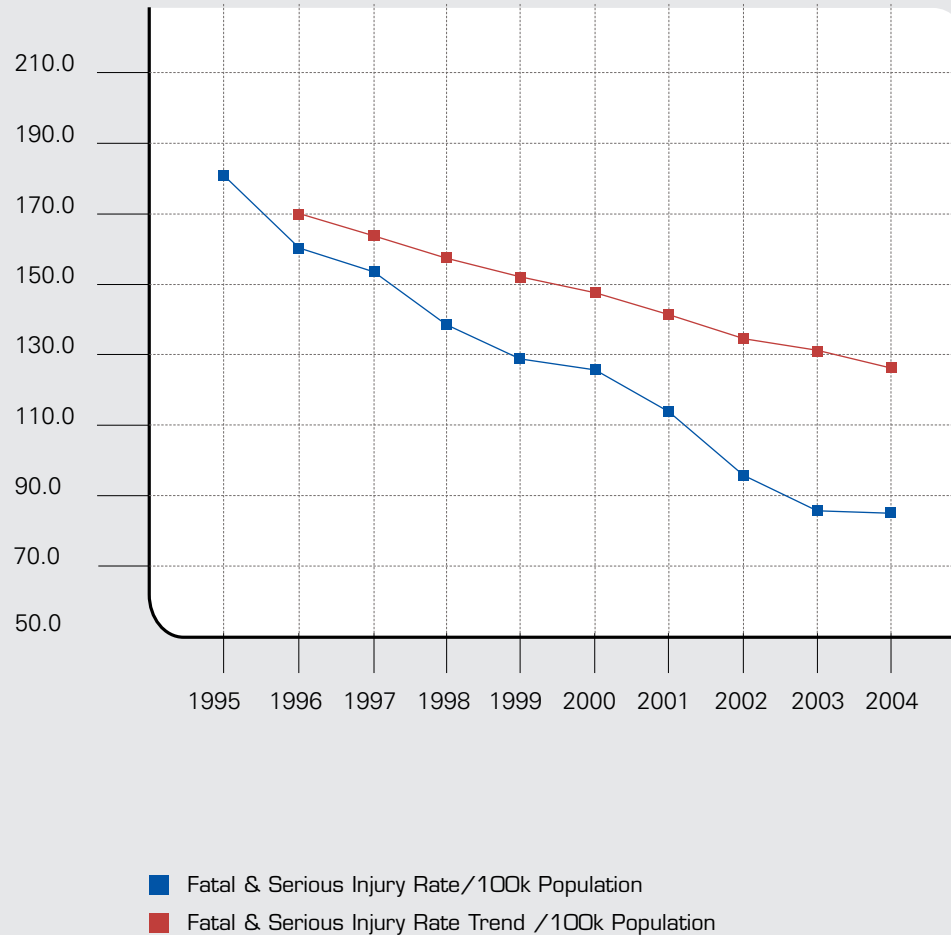
Fatality Rate/100k Population Baseline — 9.9

GOAL: Reduce the fatality rate



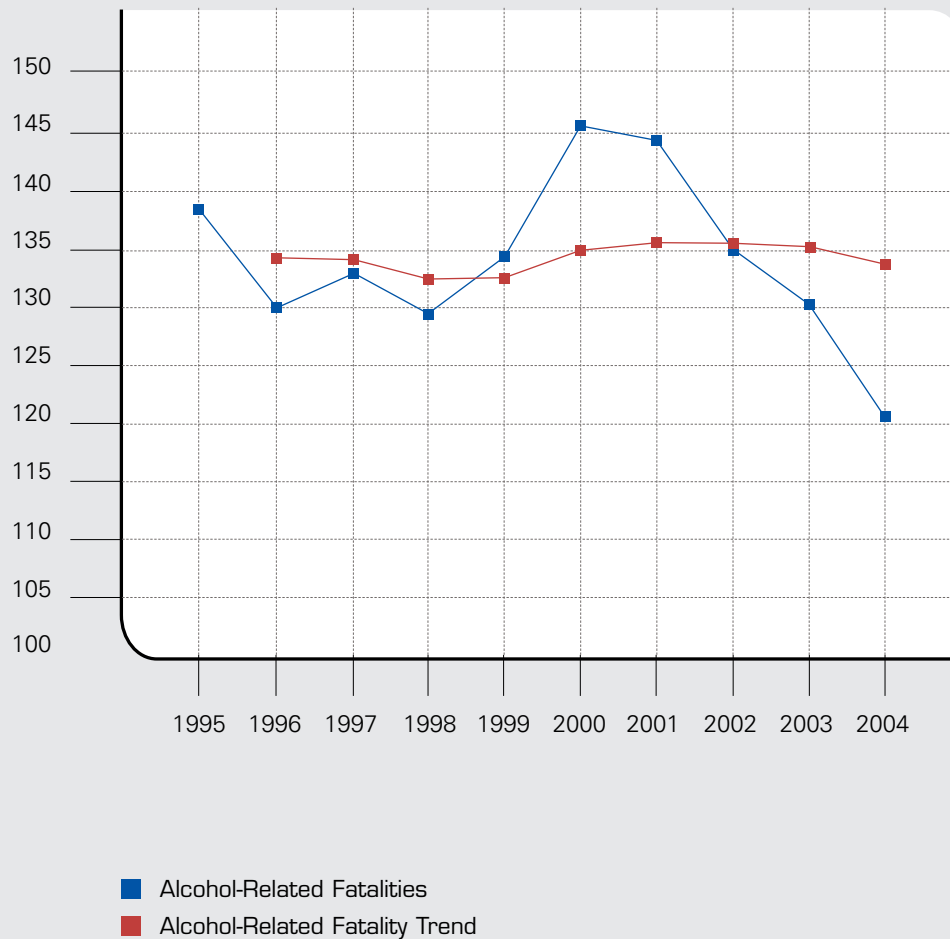
■ Injury Rate/100k Population
 ■ Fatality Rate Trend/100k Population

Fatal Injury Rate/100K Population Baseline — 157.8
GOAL: Reduce the fatal and serious injury rate



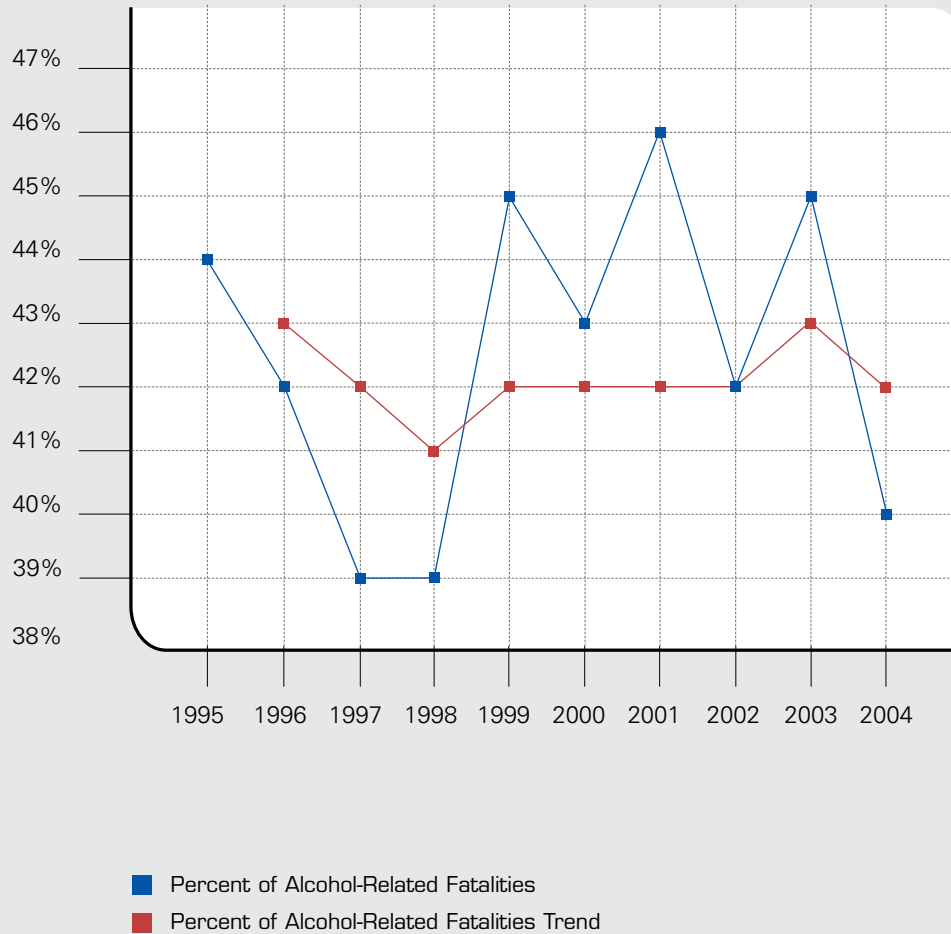
Alcohol Fatalities Baseline — 132.5

GOAL: Reduce the number of alcohol-related fatalities to 115 by 2005



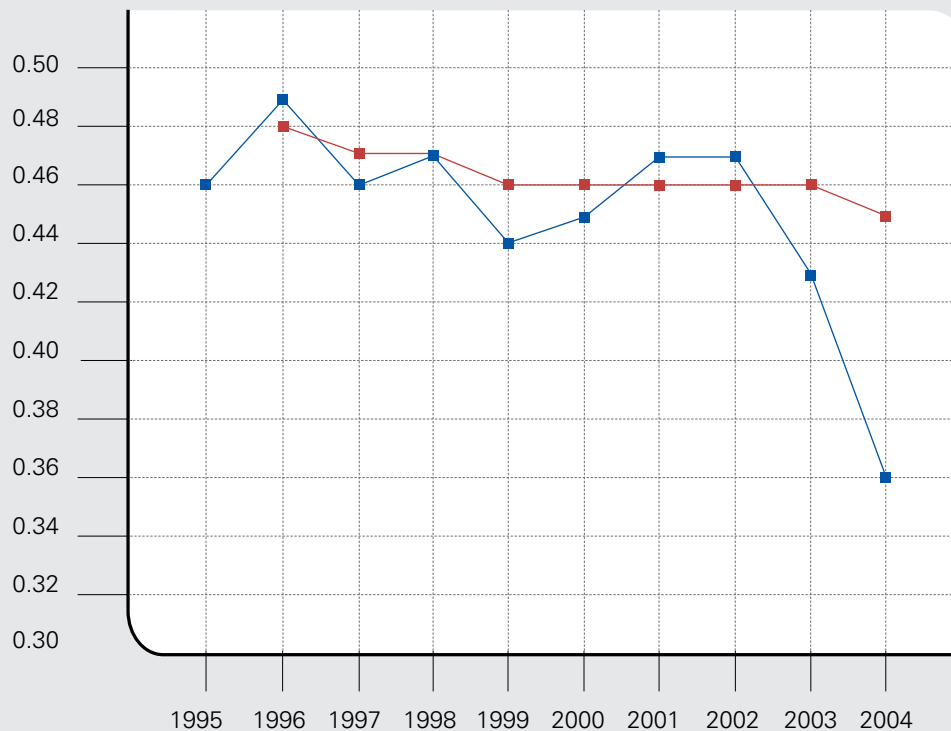
Alcohol Fatality Percentage Baseline — 0.40

GOAL: Reduce the percentage of alcohol-related fatalities



Alcohol Fatality Rate/VMT Baseline — 0.46

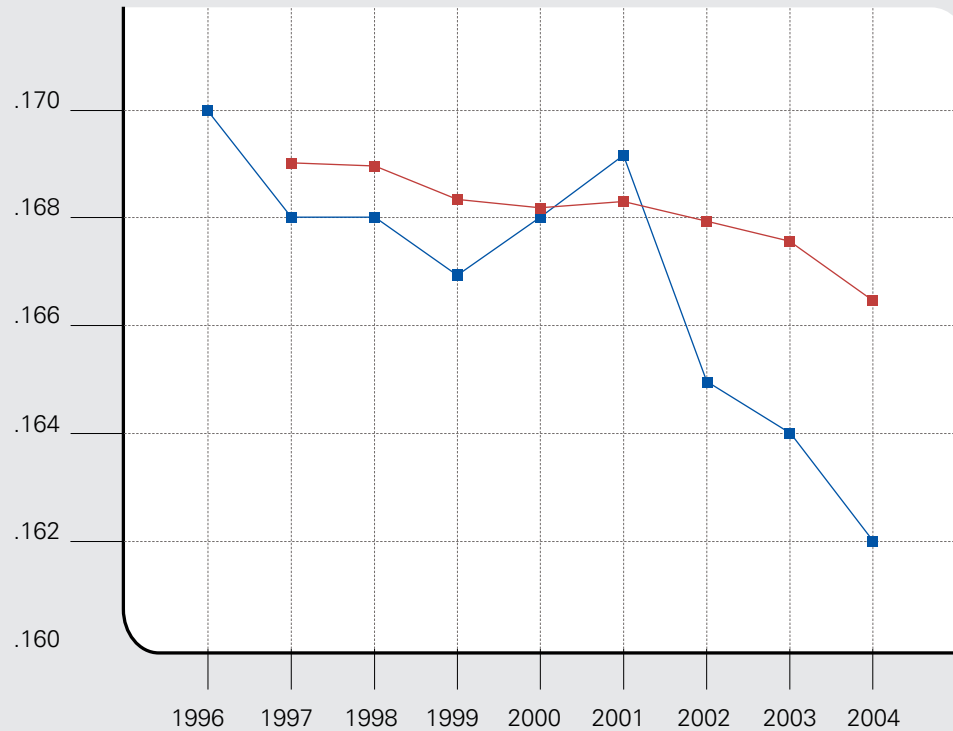
GOAL: Reduce alcohol-related fatalities



■ Alcohol-Related Fatality Rate/100 million VMT
 ■ Alcohol Fatality Rate Trend

Mean BAC Arrests Baseline — 0.17

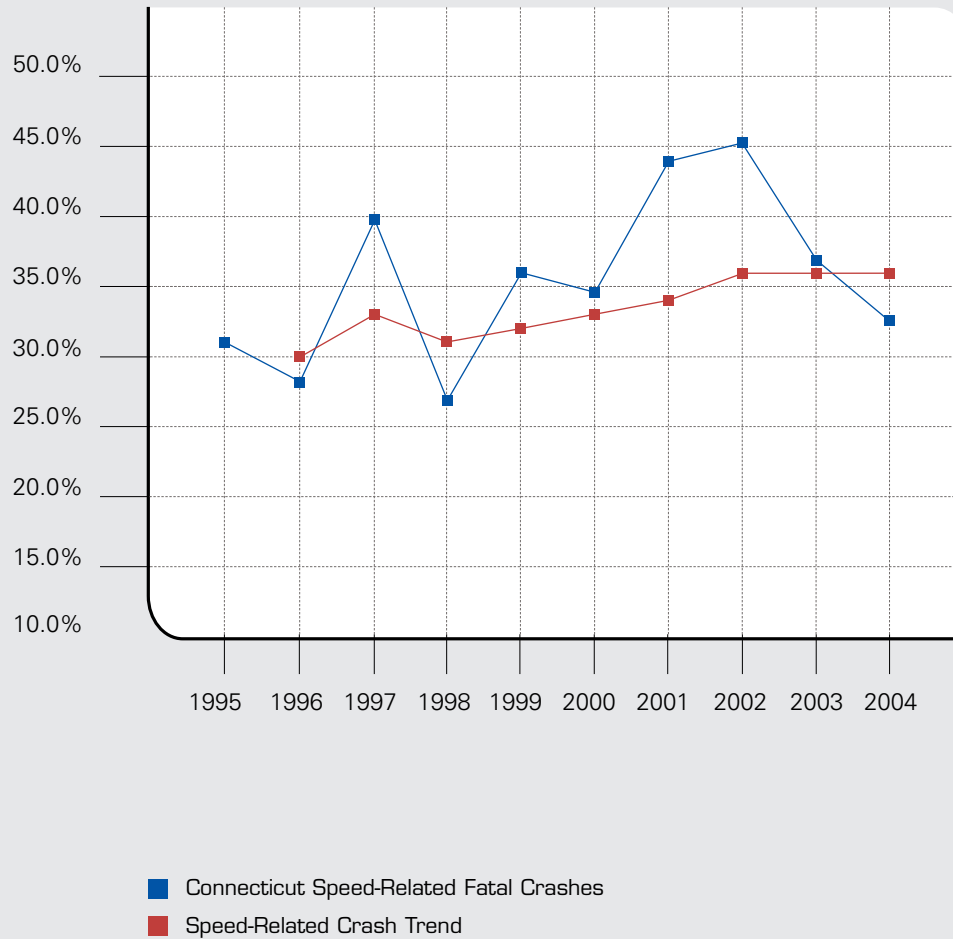
GOAL: Reduce mean BAC to .160% by the end of 2005



■ Mean BAC in DUI Arrests
■ Mean BAC Trend

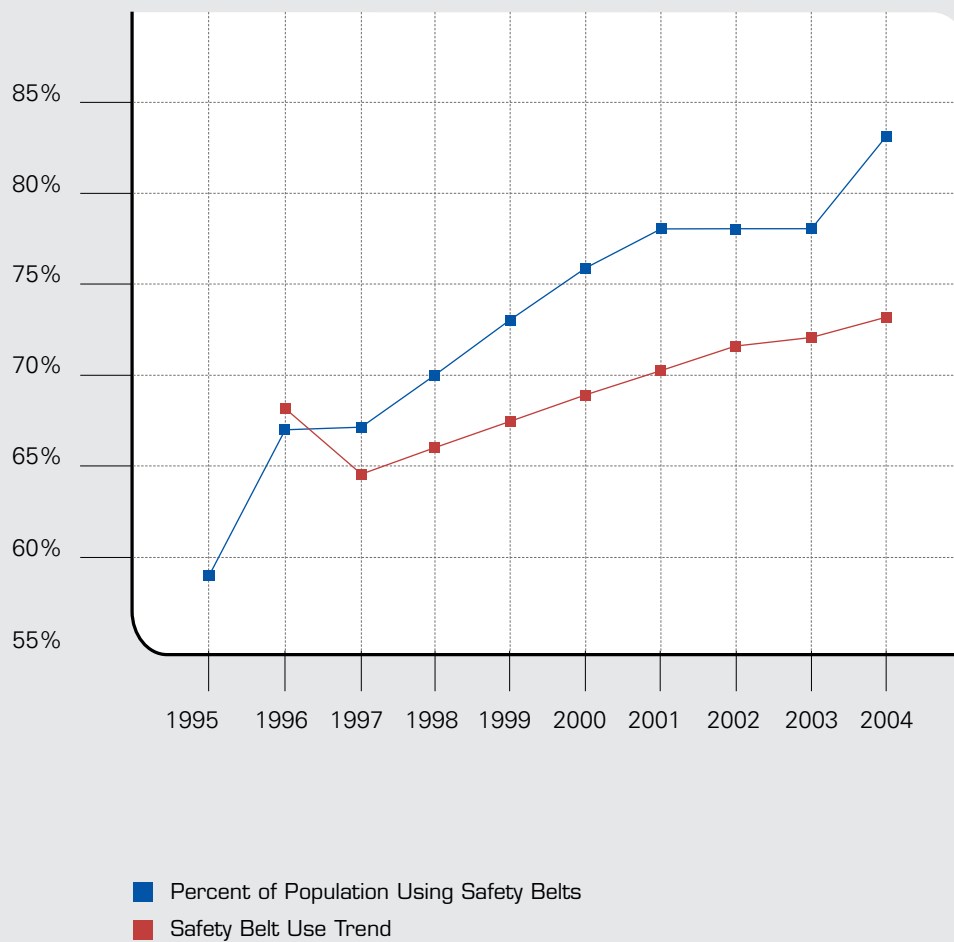
Connecticut Speed-Related Fatal Crashes Baseline — 31%

GOAL: Reduce percentage of speed-related fatal crashes to 32% by the end of 2005



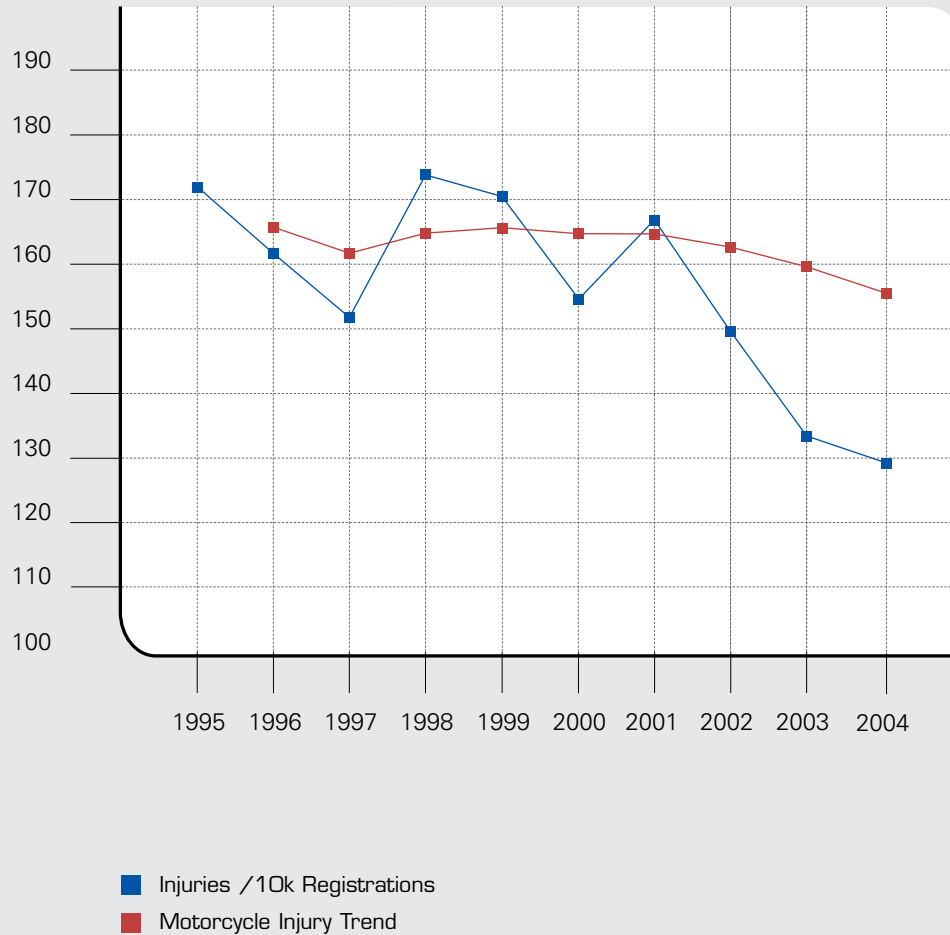
Observed Safety Belt Use Baseline — 66.03%

GOAL: Increase the observed safety belt use to 84% by 2006

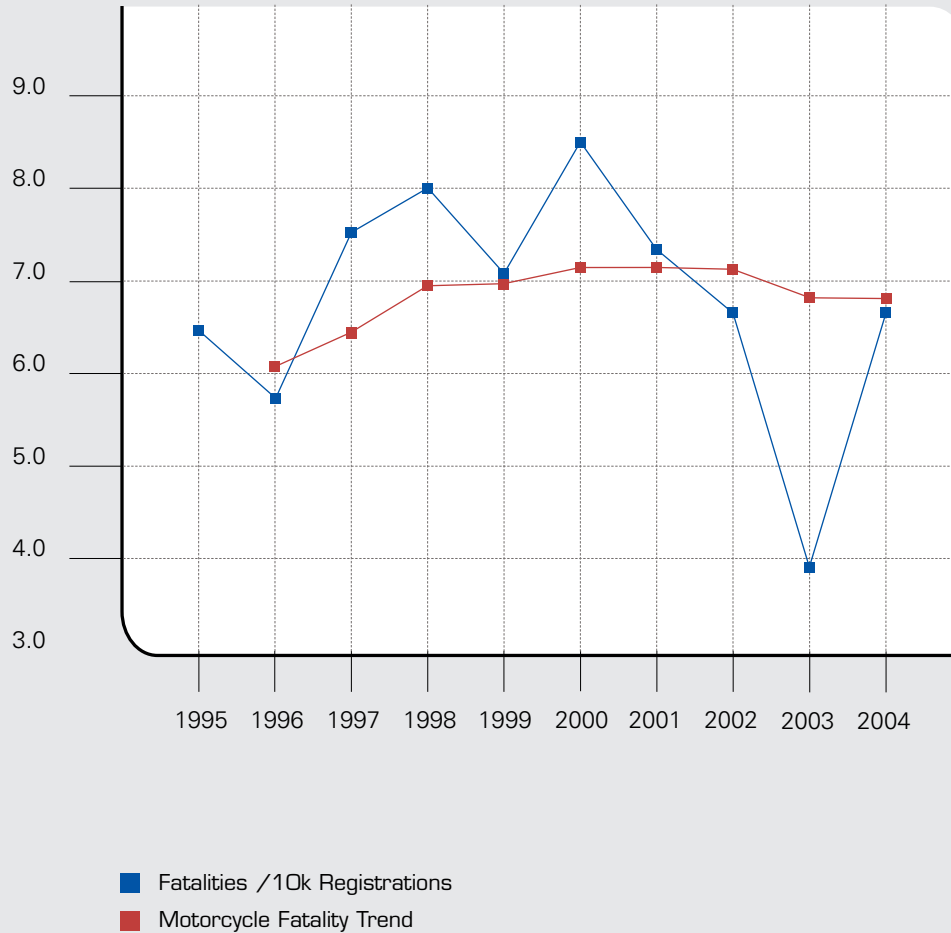


Motorcycle Injuries/10K Registrations Baseline — 165

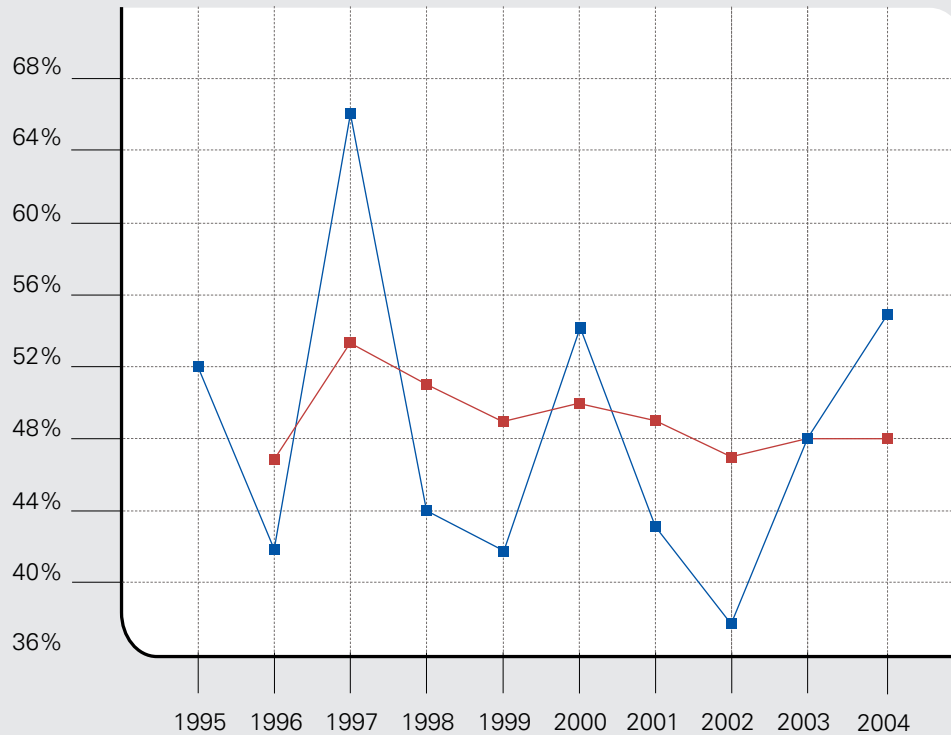
GOAL: Reduce motorcycle injuries to 137/10k registrations in 2008



Motorcycle Fatalities/10K Registrations Baseline — 7.0
GOAL: Reduce the fatality rate to below 6.0/10k registrations



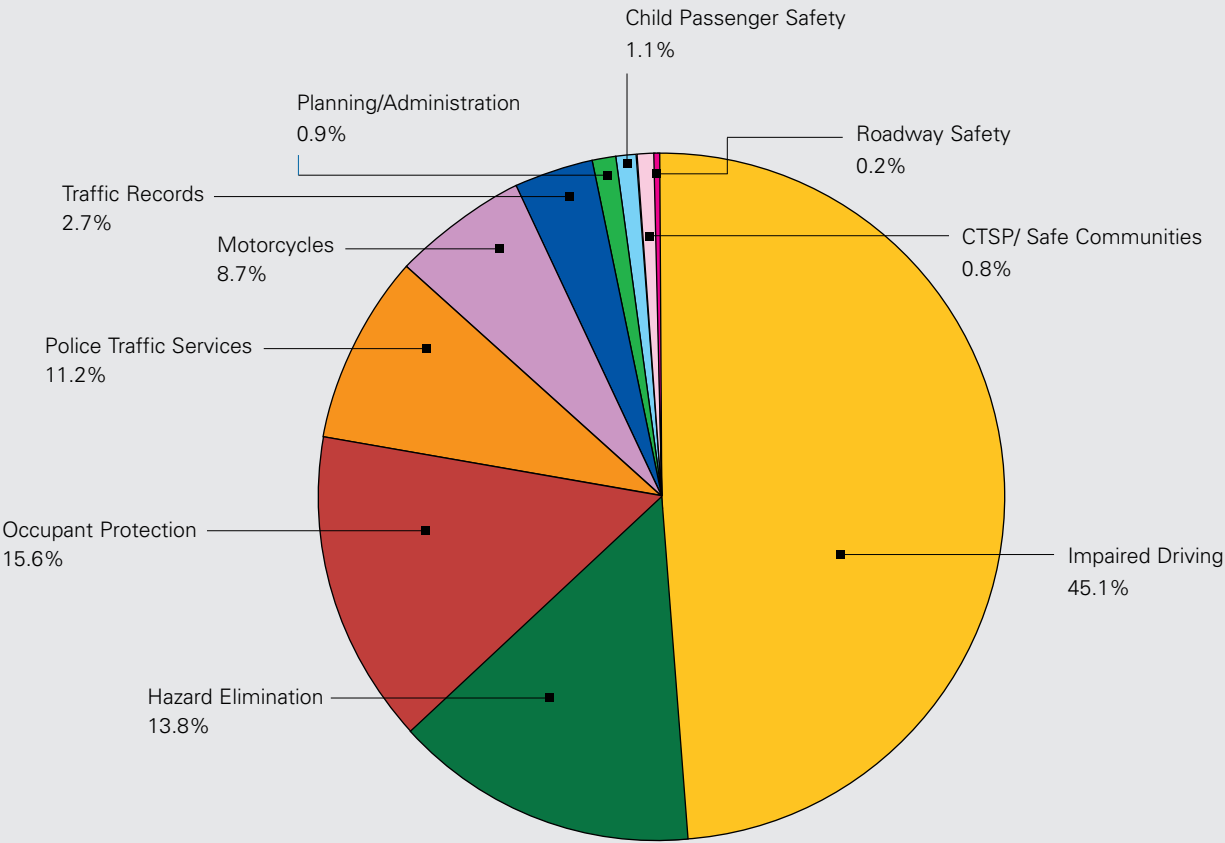
Percentage of Motorcycle Operator Fatalities with BAC > 0%
GOAL: Decrease the percentage of motorcycle operator fatalities with BAC > 0.0% to below 40%



■ Percentage of Motorcycle Operator Fatalities
■ Percentage of Motorcycle Operator Fatalities Trend

	402	*405	410	411	154 AL	154 HE	157 IN	157PT	163	164	811	2003b	TOTAL	% OF TOTAL
Planning/ Administration	\$ 80,200												\$ 80,200	0.9%
Traffic Records	\$ 193,400			37,600									\$ 231,000	2.7%
Impaired Driving	\$ 182,000		307,900		3,028,700					384,800			\$ 3,903,400	45.1%
Occupant Protection	\$ 246,700	*0					612,400						\$ 1,347,600	15.6%
CTSP/ Safe Communities	\$ 70,900								488,500				\$ 70,900	0.8%
Child Passenger Safety	\$ 48,200											42,900	\$ 91,100	1.1%
Motorcycles	\$ 340,500								237,300		177,500		\$ 755,300	8.7%
Police Traffic Services	\$ 419,600							160,700	385,500				\$ 965,800	11.2%
Roadway Safety	\$20,900												\$ 20,900	0.2%
Hazard Elimination						1,195,000							\$ 1,195,000	13.8%
TOTAL													\$ 8,661,200	100.0%

* No agency showed interest in receiving 25% money.



Impaired Driving

The general goal of Connecticut's Impaired Driving Program is to substantially reduce the number of alcohol-related crashes. Performance goals include reducing alcohol-related fatal crashes by five percent; reducing the mean Blood Alcohol Content (BAC) at the time of arrest to .160 percent; reducing the percentage of alcohol-related fatalities in the 21–34-year-old age group; reducing the percentage of alcohol-related fatalities in the under-21-year-old age group; and diminishing access to alcohol by teens through collaboration with prevention partners coupled with education and enforcement.

The Impaired Driving Program emphasized enforcement with the goal of reducing driving under the influence (DUI). Through cost-share programming, it was possible to substantially increase the number of officers throughout the State to engage in high-visibility DUI enforcement. Activity included a combination of extra DUI patrols and sobriety checkpoints. These activities conveyed to motorists a simple message: if they drive impaired, they will be caught.

Law enforcement agencies statewide conducted DUI enforcement efforts during Thanksgiving, Christmas, New Years, Memorial Day, and July 4th holidays. Expanded DUI enforcement grants were also awarded to municipalities that qualified according to established criteria. These grants allowed existing regional traffic enforcement units to combine resources in regional DUI operations. This strategy emphasized a regional police presence and created an effective deterrent to impaired driving by heightening the public's perception of being apprehended. The expanded grants continued through

the fiscal year and allowed a great deal of flexibility in deployments based on the particular needs of a community. Some examples included targeting the shoreline during high travel timeframes and municipalities with high-profile sporting events. The results of the DUI enforcement program are listed below:

Holiday DUI Project Activity

(as of 11/09/05 - 64 municipalities reporting)

Thanksgiving/Christmas/New Years Local Law Enforcement

- 300 DUI arrests
- 5,047 safety belt and other citations
- 5,417 warnings
- 71 checkpoints
- 12,254 hours of enforcement

Thanksgiving/Christmas/New Years - State Police

- 32 DUI citations
- 502 safety belt and other citations
- 699 hours of enforcement

Memorial Day/July 4th - Local Law Enforcement (61 of 64 reporting)

- 151 DUI arrests
- 3,528 safety belt and other citations
- 2,545 warnings
- 35 checkpoints
- 7,248 hours of enforcement

Memorial Day/July 4th - State Police

- 34 DUI citations
- 504 safety belt and other citations
- 702 hours of enforcement

***Expanded DUI Project Activity
(as of 11/09/05 - 53 of 68 reported) -
Local Law Enforcement***

- 599 DUI arrests
- 13,852 safety belt and other citations
- 10,558 warnings
- 49 checkpoints
- 35,693 hours of enforcement

State Police

- 72 DUI citations
- 1,161 safety belt and other citations
- 1,469 hours of enforcement
- 17 arrests for possession of illegal narcotics

Funding was provided for DUI enforcement equipment, including DUI police motorcycles, sport utility vehicles (SUVs), vans, DUI mobile command vehicles, and DUI detention vehicles, equipped with dash-mounted and mobile radios. DUI messages and web site addresses are visible on the high-profile enforcement vehicles that are used for routine patrols, media and community events, checkpoints, and underage enforcement (gatherings of young people in remote areas). Training was made available to enforcement agencies using “driving simulators” that provided a “hands-on” experience. These simulators were strategically located throughout the State for ease of accessibility.

The Connecticut State Police conducted a “UConn Spring Weekend Project” to reduce DUI incidences during the University’s Spring Weekend. This project resulted in ten DUI arrests, eight possessions of alcohol by a minor, six possessions of narcotics, and 90 safety belt violations. The City of New London purchased a DUI prisoner van for use at DUI checkpoints to detain impaired drivers until they can be brought to the station for processing. Trumbull and New Britain each purchased DUI enforcement vehicles to enhance evidence gathering at roadway DUI arrests.

Funding continued for a statewide DUI prosecutor/coordinator position within the Office of the Chief State’s Attorney. The prosecutor/coordinator focused on increasing the ability of the Chief State’s Attorney’s Office to successfully prosecute DUI and drug-related traffic cases. Training and education programs designed to better understand Connecticut’s DUI laws were provided to law



enforcement and hearing officers. Consequently, additional DUI-related cases could be successfully prosecuted.

Youth initiatives included “zero tolerance” messages, as well as educational efforts such as the MADD Connecticut Youth Power Camp. Annual Power Camps helped young people learn the skills necessary to affect change in their communities. Youths learned ways to change attitudes that condone underage drinking and drug use by addressing public policy options, joining efforts with law enforcement, and broadcasting their message via the media. Alcohol incentive funds were used to support the 2005 Power Camp; its 153 total participants were comprised of students, adult leaders, staffers, two New York towns, and management personnel representing 17 schools and community organizations. The level of participation remained the same as last year, which was a 50 percent increase in participation over 2003.

The Division of Highway Safety and the State Toxicology Laboratory purchased new DUI detection equipment and provided training for the Laboratory’s chemists. This will specifically address the use of prescription, over-the-counter medications, and drugs of abuse/controlled substances that impair an automobile operator’s abilities.

Working with the media—including television, radio, and print—were an integral program component. The Division of Highway Safety coordinated efforts to conduct a public service Ad Challenge contest for high school and college students. The program identified and reached out to 320 Connecticut high schools, colleges, and student organizations such

as SADD, to raise awareness for the contest and gauge interest in participation. Over 1,000 posters were created and distributed to high schools and colleges to promote the contest. The Connecticut Association of Schools and radio partner, Clear Channel, provided public service announcements. The Ad Challenge used the existing Drink-Drive-Lose.com web site as a platform to support the contest. Participants were encouraged to submit a television, radio or print advertisement and/or flash piece. A panel reviewed the top twelve submissions and selected four winners. Highlights of the contest include:

- 58 students submitted concepts
- 7,000 web site hits were recorded from February through May
- 1,271 online votes were cast
- 1.6 million media impressions valued at \$49,000
- 40 media placements

Additionally, the Connecticut Department of Transportation conducted a public information campaign encouraging motorists to drive responsibly during the holiday season. The campaign employed both television and radio commercials, in which Governor M. Jodi Rell was featured as spokesperson.

Future strategies will include concentrated enforcement of DUI laws, coupled with media assistance, in areas defined as overly represented in alcohol-related crashes; participation in national mobilization efforts; coordination of programming efforts with traditional and nontraditional partners; increase of law enforcement and judicial training; and enhancement of web site educational efforts.

During 2005, approximately \$3,682,200 was spent to accomplish these activities.

Police Traffic Services

The general goal of Connecticut's Police Traffic Services Program is to significantly reduce the number of speed-related crashes. Performance goals include reducing the percentage of speed-related crashes by five percent; and by the end of 2006 reducing from 65 percent to 55 percent, the high level of crashes that occur because of the four predominant contributing factors: following too closely, failure to grant the right of way, traveling too fast for road conditions, and violating traffic controls.

Countermeasure programming focused on increasing the number of regional traffic enforcement units (RTUs). At present, Connecticut's law enforcement community is composed entirely of State and local agencies. A gap exists in enforcement due a lack of county or "regional" agencies. Through mutual aid agreements, Connecticut has established a statewide network of RTUs comprised of State and local enforcement agencies within regions of the State.

The RTUs achieve continuous statewide comprehensive traffic enforcement by sharing personnel and equipment within the unit. This allows agencies to regularly participate in traffic enforcement checkpoints that would ordinarily be cost prohibitive. The RTUs are an integral component of Connecticut's traffic enforcement structure and have proven to be successful. The mobility and visibility of those units have successfully projected a broad police presence to the public. There are currently fourteen RTUs statewide.

In 2005, the Town of North Branford purchased traffic safety equipment that is shared between North Branford and Branford working together as the Totoket Regional Traffic Unit. The equipment includes Whelen LED lightbars, Turboflare traffic warning sets, and Traffic Master advanced warning signs. This equipment is available for use by both towns during DUI checkpoint activities.



Speed enforcement objectives were enhanced through the purchase and use of digital display speed awareness trailers.

The Town of Andover successfully conducted a Hazardous Moving Violation Project on Connecticut Route 6, which is one of the most dangerous roads in the State. Through this project, patrols were conducted during the day and evening using marked and unmarked vehicles. This project resulted in 592 moving violation citations. The town of Marlborough also conducted a local Hazardous Moving Violations Project on Routes 2 and 66. These routes were selected due to a significant increase in traffic crashes. The law enforcement activity generated 130 citations and 51 warnings issued as a direct result of this grant.

Multi-year traffic enforcement continued with municipalities determined to have severe traffic safety problems unique to their jurisdictions. The towns of Berlin and Newington share common borders on Connecticut Routes 5 and 15. Both towns had programs to address speeding and aggressive driving problems. To date, Berlin reported 970 citations for speeding and aggressive driving violations, while Newington reported 170 citations and 69 warnings. The City of New Britain identified 15 “high-crash locations” and realized a 48 percent reduction in traffic crashes in the identified areas during the first year of funding (FY 2003). The total number of crashes at the high-frequency locations has significantly dropped from a high of 376 in the second quarter of 2003, to 140 in the third quarter of 2004. Officers issued 1,152 traffic citations in 2004.

In Branford, drivers running red lights caused over 45 percent of traffic crashes in 2003. In these crashes, termed “T-bone” crashes, the chance of death or serious injury increases by 15 percent over an

ordinary road crash. Although Connecticut does not yet employ the use of cameras at intersections, other countermeasures were taken to address the problem. The Branford Police Department initiated a Red Light Running program during 2005. The major components of this project were enforcement and education. The Town purchased a police motorcycle and developed and distributed posters, billboards, and other public information items to educate the motoring public. This project reinforces the idea that Branford has a “zero tolerance” for red light running.

Using conventional and non-conventional vehicles, the Connecticut State Police organized several teams to address aggressive driving. Officers engaged in targeted enforcement in areas where speeding was prevalent and data indicated that speed was a contributing factor in collisions. The teams assimilated with traffic in unmarked vehicles to locate speeders and take action in the identified target areas. Troopers targeted areas that were difficult to enforce with conventional police vehicles, and targeted times when many of the violations would occur, based on studies and performance measures. Enforcement efforts during the year resulted in 8,357 citations involving 8,872 motor vehicle violations.

Federal funds of \$183,904.77 were expended under the 157-PT program to implement traffic enforcement initiatives that address racing, reckless driving, speeding, aggressive driving, traveling too fast, violating traffic controls and other problems. Resources were also used to implement the Law Enforcement Challenge, formally known as the Chief’s Challenge.



Occupant protection messages were prominently displayed at a variety of public outreach venues.

Federal funds of \$553,725 were expended under the 402-PT program to address hazardous moving violations, speed enforcement, red light running, and to implement a comprehensive safety compliance and speed enforcement project conducted by Connecticut State Police. Resources were also used to obtain traffic enforcement equipment for several RTUs.

Occupant Protection

The general goal of Connecticut's Occupant Protection Program is to maintain safety belt use rates at a level that is consistently above the national average of 82 percent. Performance goals include reducing the percentage of serious (fatal + "A") injuries resulting from motor vehicle crashes from 8.4 percent in 2000 to 6.9 percent in 2006. Additional performance goals include reducing the percentage of moderate ("B") injuries resulting from motor vehicle crashes from 23.9 percent in 2000 to 20 percent in 2006.

Efforts undertaken were designed to increase awareness and adherence to Connecticut's occupant protection laws with a priority given to enforcement and education. Partnerships have been built with representatives from law enforcement, media, health professionals, education, and local civic organizations. Programming included enforcement activities, such as checkpoints and participation in national mobilizations. Public information and education activities were administered through media announcements and support materials. Concentrated safety week efforts included "Buckle Up America Week" and "Child Passenger Safety Awareness Week." These initiatives are nationwide

efforts to increase awareness of the need for proper use of safety belts and child safety seats. The Highway Safety Law Enforcement Committee, together with the Division of Highway Safety, continued to explore innovative strategies for strengthening enforcement and education efforts. Law enforcement officials offered Convincer/Rollover public demonstration programs. These programs give individuals the opportunity to experience a low-speed impact and "convince" the rider that they need to wear a safety belt when riding in a vehicle. The Rollover simulator also demonstrates the need for safety belt use by providing a visual experience of what happens when a vehicle is involved in a rollover crash.

The Division of Highway Safety developed a selective traffic enforcement program entitled WAVE. Each WAVE directed a concentrated enforcement effort designed to enforce Connecticut's seat belt laws. There were two "Click it or Ticket" Enforcement WAVES/Mobilization efforts held between October 1, 2004, and September 30, 2005. A safety belt enforcement WAVE began with a pre-WAVE seat belt observation survey. The first WAVE was conducted in November 2004 with 147 agencies participating. An 83.9 percent post-WAVE safety belt usage rate was achieved. Enforcement activity included a total of 10,996 safety belt citations, 1,695 speeding citations, 59 child safety seat citations, 174 DUI arrests, and 3,018 citations for miscellaneous violations. The second WAVE took place in June 2005 with 158 agencies participating. An 87 percent post-WAVE safety belt usage rate was reported, which was a four percent increase from the previous rate. Enforcement activities for this

WAVE included 13,308 safety belt citations, 2,600 speeding citations, 97 child safety seat citations, 270 DUI arrests, and 3,553 citations.

The spring 2005 statewide scientific survey revealed an 82 percent safety belt usage rate. This represents a five percent increase over 2003 and is consistent with the national average. The survey determined statewide safety belt usage for drivers and front seat passengers in passenger vehicles only, during daytime hours. A small statewide survey was conducted prior to the spring WAVE period to establish a baseline belt use rate. After the spring WAVE period, the full statewide survey was conducted; this survey establishes the statewide rate for the year. The pre- and post-WAVE surveys provide feedback on the statewide rate throughout the year. All surveys serve to monitor performance and activity relating to safety restraint usage. Law enforcement activities, communication programs highlighting enforcement efforts, and enhanced public relations have all contributed to the statewide rate.

The use of media was an important component of the campaign. A statewide multi-media campaign was developed and implemented. Numerous safety belt checkpoints were established throughout Connecticut during this period and each was supported by local media news coverage. Departments conducting safety belt checkpoints that included local media news coverage could submit for reimbursement of the checkpoint's operational costs. Radio and television spots, print media, billboard, and bus panels served to complement enforcement efforts. Two television commercials were produced and aired 1,950 times. Two radio commercials, produced in both English and Spanish, were aired 2,500

times. Traffic report sponsorships on 36 radio stations aired 1,326 times; 104 newspaper advertisements ran in 14 daily and seven weekly newspapers. Campaign results indicated an approximate 98 percent reach of the target population.

The Division of Highway Safety and its many partners supported efforts that complemented mobilization/enforcement campaigns and helped increase safety belt and child safety seat use. Over 15,000 pieces of educational material on occupant protection were requested by the public. In addition, Highway Safety staff members distributed materials at numerous public outreach venues.

During 2005, approximately \$1,354,400 was spent to accomplish these activities.

Child Passenger Safety

The general goal of Connecticut's Child Passenger Safety program is to reduce the percentage of injuries to children as the result of traffic crashes. Performance goals include reducing injuries to children from 2.8 percent in 2001 to 2.0 percent in 2006. During fiscal year 2005, the Division of Highway Safety's Child Safety Program, along with their partners in the child passenger safety community, continued to educate parents and caregivers about the importance of child safety restraints. The program focused on education and training to ensure that all children are properly restrained in motor vehicles.

The support of safety seat inspection stations continues to be a priority of the Child Safety Program. Connecticut has 88 fitting stations throughout the state, with at least one in each county. The stations

are operated by 51 local police agencies, 13 State Police troops and barracks, 8 AAA offices, 4 fire services, 3 ambulance services, 3 early childhood services, 2 hospitals, 2 health departments, and 2 Spanish support service organizations.

The Division of Highway Safety continued to provide non-consumable goods to new and existing safety seat inspection stations to sustain daily operations. The fitting stations were supplied with a variety of child passenger safety educational brochures and manuals, including the latest version of the manual on child safety seat instructions for all models, "LATCH (Lower Anchors and Tethers for Children)," Safety Belt Safe's "Car Safety Seat Color Pictorial", and videos entitled "Don't Risk Your Child's Life" (English and Spanish). The brochures were also sent to 25 community health centers, ten Healthy Start programs, 30 hospital newborn programs, 50 day care associations, 30 Head Start Programs, and 30 Early Childhood Education programs.

In 2005, Connecticut conducted seven child passenger safety technician-training sessions at statewide locations. The training sessions resulted in 114 additional certified technicians. Connecticut has 876 trained technicians and 19 instructors. A training session update was also provided to 141 technicians to disseminate the most current information relating to design, hardware, installation, and curriculum. Late in the year, NHTSA instituted a new one-day re-certification curriculum. One session was conducted at the State Police Academy, while a second was held at the Southington Police Department.

The Division of Highway Safety produced a variety of public education materials specific to child pas-

senger safety; they were given to a variety of agencies, health and safety fairs and other public outreach venues. Over 13,000 brochures in English and Spanish were distributed in response to requests from the public. The brochures include NHTSA materials ("LATCH Phase I & II" and "A Guide to Buying and Using Booster Seats") and Connecticut-developed products ("Always Practice Child Passenger Safety" and "A 5-Step Test for Booster Seats," in both English and Spanish). Additionally, 375,000 flyers promoting the new booster seat portion of the child restraint law were produced and distributed to pediatricians, daycare centers, and home daycare facilities. These items addressed general child passenger safety topics, including hardware technology and booster seat use.

The Waterbury Area Traffic Safety Program, administered through the City's Health Department, serves Waterbury and the Litchfield County region of the State. The Waterbury program addresses multiple traffic safety issues. Accomplishments of this program include increasing the number of certified Child Passenger Safety (CPS) technicians and instructors throughout the State. Seven certification classes were conducted, creating 114 new technicians, including three bilingual technicians. The coordinator also continued as an active member of the Mayor's Task Force Against Substance Abuse. The Task Force conducted activities that involved 23 schools with over 1,800 students participating. The program also networked with local libraries, law enforcement, and Kiwanis to supply bicycle riders with safety tips and bicycle reflectors.

During 2005, approximately \$85,300 was spent to accomplish these activities.

Roadway Safety

The general goal of Connecticut's Roadway Safety Program is to reduce the number of serious injury crashes occurring in construction/work zone areas. Performance goals include reducing the number of construction/work zone-related crashes by 15 percent from 1,348 in 1995 to 1,146 by the close of calendar year 2006. In 2003, work zone crashes totaled 1,176, which is a 13 percent reduction from 1995.

During federal fiscal year 2005, four new municipalities participated in the Work Zone Safety Program, which was initiated in 1992 to reduce the number of traffic crashes at construction/work zone sites. The program was set up to provide two levels of funding—\$7,000 for small \$10,000 for large municipalities—and was offered on a one-time participation basis. The program is nearing its conclusion and will end by the close of fiscal year 2005. To date, 163 of the State's 169 municipalities will have participated in this site upgrade program.

Efforts to make construction/work zone sites safer consisted of providing municipalities with highly visible traffic safety equipment, including 17 work zone safety signs with various messages or directions, barricades, traffic cones, flagman paddles, sign stands, traffic channelization drums, barricade lights, and safety vests. Efforts were concentrated in upgrading and standardizing construction/work zone safety signs and barricades with the purpose of familiarizing public works personnel with proper signing use and placement of work zone safety devices.

A work zone safety public information and education program will continue with a variety of messages to the public through print and electronic media. Emphasis is on enforcement at work zone/construction sites. A Work Zone Safety Committee—comprised of members of the Connecticut Department of Transportation, the Federal Highway Administration, Connecticut State Police, Connecticut Construction Industries Association, the Connecticut Police Chief's Association, UCONN's Connecticut Transportation Institute, and Wilber Smith Associates—meets regularly to address safety and enforcement issues. Other ConnDOT units and representatives from other agencies are coordinating this public information and education activity.

During 2005, approximately \$20,900 was spent to accomplish these activities.

Motorcycle Safety

The general goal of Connecticut's Motorcycle Safety Program is to reduce the number of injuries and deaths among motorcycle operators and passengers. Performance goals include reducing injuries by 20 percent per 10,000 registrations to 137 by the year 2008; and to decrease the percentage of fatally injured motorcycle operators with blood alcohol concentration (BACs) greater than 0.00 percent to 40 percent in 2005. The latest available data from 2003 indicate that there were 142 injuries per 10,000 motorcycle registrations and that 57.1 percent of motorcycle operators killed had a BAC greater than 0.00 percent.

During fiscal year 2005, the Division of Highway Safety's Connecticut Rider Education Program (CON-

REP) continued efforts to increase student enrollments. The three levels of courses offered were held at 14 site locations throughout the State and included: the Basic Rider Course (beginner), the Intermediate Rider Course, and the Experienced Rider Course. To assure quality control, CONREP Instructors monitored the program under the supervision of four chief instructors. In order to accommodate additional courses, the Motorcycle Safety Foundation certified 33 new instructors to work as CONREP Instructors after completing an instructor preparation workshop. Preliminary data for 2005 indicate that more than 5,200 students were enrolled in over 450 Connecticut Rider Education Program courses, an increase of over 63 percent from 2001. Student tuition and motorcycle registration fees collected from Connecticut motorcyclists provided the majority of funding for the training program.

Providing public information and education materials that promote safety is an important component of the Motorcycle Safety Program. Motorcycle organizations and several Connecticut motorcycle dealerships helped in this effort by distributing the materials. The materials included information on training course availability, safe riding gear, chemical impairment, safe riding tips, and motorist awareness of motorcycles. One popular item was the State motorcycle-specific map that incorporates NHTSA motorcycle safety educational information. CONREP was also represented and promoted at several grassroots events, including Connecticut's annual major motorcycle show. Preliminary estimates indicate that over 15,000 Connecticut motorcyclists received NHTSA and State motorcycle safety education and rider impairment informational materials during this reporting period.



"Open the Throttle. Not the Bottle,"—the successful statewide campaign—was continued for a second year

to address motorcycle rider impairment and the impact of alcohol, drugs, and fatigue on riding ability. Funded by a NHTSA grant, the campaign was developed to increase awareness of the dangers of riding impaired with a focus on fatal injuries, and to encourage safe motorcycle riding practices. The campaign website (www.ride4ever.org) was designed for all Connecticut motorcyclists, but targeted males 25 to 40 who account for the largest number of riders on Connecticut roadways. The website contains unimpaired riding messages and includes downloadable ride maps, digital postcards, and articles. The success of the campaign is illustrated by the over 20,000 visits to the website. Partners in this program include the American Motorcyclists Association, the Connecticut Motorcycle Riders Association, and the Connecticut Motorcycle Busi-



Materials encouraging motorcyclists to ride free of impairments were distributed at local grassroots gatherings.

ness Association. The campaign continued throughout the year with public service announcements and campaign message events at motorcycle dealerships.

Media efforts that focused on raising awareness of motorcycles on the road continued throughout the year. Radio announcements were produced to encourage automobile operators to share the road

traffic records delivery system that provides people with timely, complete, and accurate traffic data. Performance goals include to develop a crash data subsystem for all users; to design, develop, and implement a traffic citation/adjudication subsystem by 2006; and to develop a central database containing driver licensing, motor vehicle registration, driver history, and administrative “per-se” information by 2007.

The State Traffic Records Coordinating Committee (TRCC) comprised of federal, State, and local agencies, regional planning organizations, and representatives of other organizations—is actively developing ways to improve Connecticut’s traffic records/safety data system. Some of its objectives include implementing automated roadside data capture, improving the quality and completeness of motor vehicle crash and other data, installing data warehouse/decision support capabilities, providing training, and promoting standards and guidelines.

Since developing its strategic vision in 1996, the TRCC has recognized the need for comprehensive statewide data on injuries and fatalities resulting from motor vehicle crashes to accurately identify highway safety problems and to effectively manage highways safety programs. Building on earlier efforts, including a Traffic Records Assessment in 2004, the TRCC has begun drafting a strategic plan for traffic records system improvements. The TRCC has identified several areas and has been working with the State to make improvements in the traffic records and crash data system. The TRCC meets regularly to discuss progress on many ongoing traffic records (safety data) system improvements, including:



Share the Road banners were displayed at high volume intersections reminding motorists to share the road with motorcycles.

with motorcycles and other users. Over 2,000 radio announcements were aired during focused drive times, reaching over 1,085,390 listeners. Half of those airings were offered, as a public service, at no cost. The Paid Media section of this document provides a more detailed report on media efforts.

During 2005, approximately \$755,300 was spent to accomplish these activities.

Traffic Records

The general goal of Connecticut’s Traffic Records Program is to continue to develop a comprehensive

- Electronic PR-1: Developed by the Capitol Region Council of Governments (CRCOG).
 - Connecticut Impaired Driving Records Information System (CIDRIS): To include electronic citations at the roadside, integration/interface with Judicial and DMV information.
 - Crash Outcome Data Evaluation System (CODES): To include research on crash injury patterns by type, severity, charges. Analyzed by use of safety countermeasures, person, crash, and geographical characteristics.
 - Commercial Vehicle Analysis Reporting System (CVARS): To include electronic field data capture of crashes involving commercial motor vehicles.
 - Emergency Medical Services Data Collection System (EMS DCS): To include electronic data capture of EMS run reports.
 - Geospatial-Location Referencing: To include the coordination and promotion of technology and sharing of geospatial information.
 - Injury Surveillance System (ISS): To include analysis of injury-related data sets including mortality, hospital discharge and emergency department, development of a planning group, and development of a data-driven injury prevention plan.
 - DMV initiatives, including:
 - 1) Customer Account Number (CA#).
 - 2) Re-engineering Regulation of Driver Systems (Re-ROD).
 - 3) Relational Database-Linkage to Other Systems Using the CA#.
 - 4) DMV File Linkage-All Pertinent Information on a Customer.
 - 5) Real-time Online (RTOL) Registration System, and Document Imaging Retrieval and Storage.
 - Other improvement areas outlined in the strategic plan, including data access/data analysis tools that will include Web-based as well as desktop capabilities for all authorized users.
- During 2005, approximately \$234,500 was spent to accomplish these activities.

1. HOLIDAY DRIVING SAFETY CAMPAIGN

In the fourth quarter of 2004, the Connecticut Department of Transportation conducted a public information campaign encouraging motorists to drive responsibly during the holiday season. The campaign employed both television and radio commercials to deliver the message to Connecticut’s residents. Governor M. Jodi Rell was featured as a spokesperson in two television commercials and one radio commercial.

OBJECTIVES

- To discourage the public from drinking and driving.
- To encourage safety belt usage and compliance with all traffic laws.

TARGET AUDIENCES

Adults 21 years and older.

TARGET GEOGRAPHY

Statewide.

SCHEDULE

The campaign aired from November 22, 2004, through January 1, 2005—a period of 6 consecutive weeks. Television, radio, and magazine advertising vehicles were used, as well as a specially produced paycheck-stuffer that was distributed in Connecticut state employees’ paycheck envelopes.

TELEVISION

Two 30-second commercials aired statewide across eight television stations and 22 cable systems for the entire six-week campaign. The two commercials included the following:

- “Voices of Reason”-featured children urging drivers to drive safely; Governor Rell reinforced that message as the commercial ended.
- “Honkin’ Happy Holiday”-featured tight shots of hands beeping car horns to the tune of “Jingle Bells”; Governor Rell urged drivers to drive safely at the end of the commercial.

Schedule Summary:

- 652 paid commercials aired over the schedule.
- Additional 653 bonus commercials aired at no charge.
- 37,411,000 gross impressions were realized over the course of the schedule.

The delivery of the campaign was as follows:

Adults 21+ GRPs	2,086
Adults 21+ Reach	98%
Adults 21+ Frequency	21.3x

RADIO

One 60-second commercial aired on 37 different radio stations across the state for the entire six-week campaign. The commercial, entitled “Sleigh Stop,” featured Santa being pulled over by a police officer and the interplay between them. Governor M. Jodi Rell closed the spot with a message urging drivers to drive safely during the holiday season.

In addition to the commercial schedule, promotional opportunities were also secured:

- The campaign’s “Holiday Driving Safety” message was aired in promotional announcements as a sponsor of the Ski Watch reports that aired on six stations throughout the State.

Recap of radio schedule:

- 1,150 paid commercials aired over the schedule.
- Additional 1,150 bonus commercials aired at no charge.
- Additional 300 promotional mentions aired at no charge.
- 8,539,600 gross impressions were realized over the course of the schedule.

METRO TRAFFIC SPONSORSHIPS

Ten-second sponsorship messages of traffic reports running primarily in morning and afternoon drive times, aired on 37 radio stations throughout the state during the entire six-week campaign. Sponsorship billboards of the traffic reports was also included.

A schedule of paid commercials and no charge bonus commercials was negotiated and aired.

In the Hartford/New Haven DMA market:

- 390 paid commercials aired over the schedule.
- Additional 612 bonus commercials aired at no-charge.
- 1,002 commercials aired.

In the Fairfield County market:

- 390 paid commercials aired over the schedule.
- Additional 643 bonus commercials aired at no charge.
- 1,033 commercials aired.

Magazine

A full-page, four-color advertisement urging drivers to obey all traffic laws ran in *Connecticut* magazine, a lifestyle publication with a statewide audience, and *Hartford* magazine, a lifestyle publication that serves the greater Hartford market

The publications combined to deliver approximately 140,000 impressions.

RESULTS - Overall Campaign Delivery

A conservative estimate of the message delivery of this campaign to the residents of Connecticut is as follows:

- Campaign reach-combining all mediums- Adults 21+: 95%
- Campaign frequency-combining all mediums- Adults 21+: 30+x

This means that approximately 98% of all adults in the state of Connecticut were exposed to the campaign message at least once. On average, those adults were exposed to the message 30 times.

EVALUATION

The type and number of safe driving messages seen or heard by survey respondents are indicated in Table A. The highest reported message type involved actual Connecticut highway safety campaign slogans, such as “Click it or Ticket” and “You Drink and Drive. You Lose!” Reported messages that were not relayed as specific slogans were grouped into categories based on the overall theme of each response. These categories include seat belts, alcohol, work zones, holiday safety, speeding,

general safety, and general enforcement. In particular, recognition of alcohol-related messages and holiday messages increased significantly from baseline to final. Alcohol messages were reported by a significantly higher number of respondents in the final survey (192) as compared to the baseline (105) ($\chi^2 = 19.14, p=0$). Holiday-related messages were linked to the mention of safe driving or a reference to Governor M. Jodi Rell’s commercial. Holiday message recognition also increased significantly from the baseline to the final ($\chi^2 = 23.78, p=0$), with eight respondents in the baseline reporting to have heard a holiday safe driving message, compared to 47 respondents in the final survey.

Table A.
Respondents Recollection of Campaign Message

Question	% (N)	% (N)
Q14. What did it say?		
Specific CT campaign slogans	26% (186)	25% (220)
Belt messages	27% (203)	21% (184)
Alcohol messages	14% (105)	22% (192)*
Work zone messages	7% (51)	2% (23)
Holiday messages	1% (8)	6% (47)*
Speeding message	2% (17)	0% (4)
General enforcement messages	4% (27)	5% (40)
General safety messages	5% (41)	8% (64)
General other messages	11% (79)	7% (59)
Don’t know/don’t remember	4% (33)	2% (20)
Total	100% (750)	100% (853)

* Significant from baseline to final at $p<.01$

Seven of the nine campaign-related survey questions did not follow expected trends from baseline to final (see Table 7). For example, when asked “How often do you use your seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?” the number of people that answered “always” decreased significantly ($\chi^2 = 13.70, p=.0002$) from Wave 1 (77 percent) to Wave 2 (71 percent). Additionally, when asked “What do you think the chances are of getting arrested if you drive after drinking?” the number of respondents that indicated “always” was significantly lower ($\chi^2 = 11.04, p=.0009$) in Wave 2, compared to Wave 1 (22 percent and 30 percent, respectively).

Responses to other survey questions did not change from Wave 1 to Wave 2, although a change was anticipated. For instance, when asked how strictly police enforce drinking and driving, seat belt, and general traffic safety laws, reported responses did not change significantly from baseline to final (drinking and driving–48 and 47 percent; seat belts–28 and 26 percent; general traffic safety laws–25 and 23 percent).

COST

\$ 661,024.00 of Section 154 Impaired Driving funds was spent to accomplish these activities.

2. MOTORCYCLE SAFETY – SHARE THE ROAD “LOOK OUT FOR MOTORCYCLES”

During 2005, the Connecticut Department of Transportation contracted with radio broadcasters in major markets to remind drivers to take extra time to look twice and share the road with motorcycles. This project was the primary sponsor of the traffic reports during the motorcycle-riding season, broadcasting a timely message to the target audience and maximizing project dollars.

OBJECTIVES

- Raise the awareness of motorcycles in traffic.
- Reduce the number of motorcycles involved in multi-vehicle crashes.

TARGET AUDIENCES

All motor vehicle operators.

TARGET GEOGRAPHY

Statewide.

SCHEDULE

Drive Time Traffic Reports: 50 airings per week for 15 weeks during April–September 2005.

PAID

One thousand airings were broadcast over a period of 15 weeks. On average, 66 paid sponsorships were broadcast each week.

VALUE ADDED

One thousand “no-cost” public service announcements were added to the project.

EVALUATION

Arbitron Inc., an international media and marketing research firm, conducted an evaluation of this effort. They reported the following results for adults 18 and over:

- Gross Impressions 13,591,200
The sum of the “average quarter hour” audience for all spots in the schedule.
- Gross Rating Point 3,506
The total number of rating points achieved for a particular spot schedule.
- Net Reached 1,692,098
The number of people reached in a given schedule.
- Frequency 37.20
The average number of times a person is exposed to the radio spot schedule.
- Population 2,241,800
Number of people in the listening area.

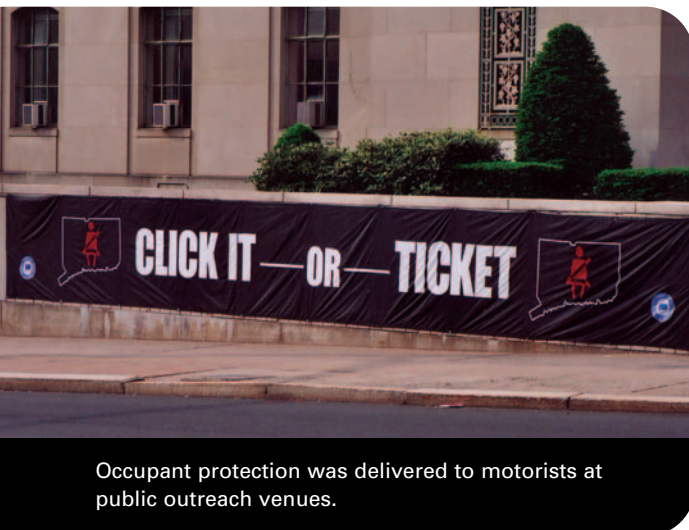
COST

The total cost of this project was \$75,000. The project was funded by Federal Highway Safety Incentive Fund-Section 163. Additional amounts of public service announcements valued at \$75,000 were added. The total value of the airtime was \$150,000.

3. MAY 2005 MOBILIZATION “CLICK IT OR TICKET”

In spring 2005, the Connecticut Department of Transportation conducted a public information campaign encouraging motorists to wear their seatbelts. The message reached all residents of the State, but targeted those drivers who were the least compliant with the law—male adults aged 18-34.

The campaign employed a variety of media vehicles to deliver the message to Connecticut’s residents. Since this was a public information campaign operating in the best interest of Connecticut’s residents, media vendors provided additional message exposure for no charge. The additional message delivery helped boost the campaign’s message exposure to Connecticut’s residents well beyond what the campaign’s media budget could normally afford.



Occupant protection was delivered to motorists at public outreach venues.

OBJECTIVES

- Promote increased safety belt usage, targeting those drivers who are least likely to comply with the law.
- Reinforce awareness of the “Click it or Ticket” high-visibility safety belt campaign, including checkpoint activity.

TARGET AUDIENCES

- Adults 18-34 (primary demographic).
- Additional consideration to males 18-34, pickup-truck drivers, and urban delivery and operators in general.

TARGET GEOGRAPHY

Statewide.

SCHEDULE

The campaign aired from May 2, 2005, through May 29, 2005—a period of four consecutive weeks. Advertising messages were constantly visible throughout that period.

TELEVISION

Two different 30-second commercials aired statewide across nine broadcast television stations and 22 cable systems throughout the State for the full four-week campaign. The commercials that aired included two different enforcement messages presented in a manner that would resonate with the target audience:

- “Hip Hop Click”-Use of seat belt sound effects in a hip-hop rhythmic presentation.

- “Ping-Ping”-‘Fasten Seat Belt’ sound effects building to a crescendo.

The commercial “Hip Hop Click” aired approximately 75 percent of the time, while “Ping Ping” aired approximately 25 percent of the time.

A schedule of paid commercials and no-charge bonus commercials were negotiated and aired across the programs listed for each station. The majority of the no-charge bonus commercials were aired in the same day-parts as the paid commercials. A total of 974 paid commercials aired over the schedule. An additional 976 bonus commercials aired at no charge. A total of 7,366,000 gross impressions were realized over the course of the schedule.

The results of the campaign were:

A18-34 GRPs	1,436.4
A18-34 Reach	98 percent
A18-34 Frequency	14.7x

RADIO

Two different 30-second commercials aired back-to-back as a produced 60-second spot on 36 different radio stations across the State for the full four-week campaign.

- “Short Distance”-an enforcement message that targeted those individuals who think that seatbelts are not needed for short travels.
- “Not Cool”-an enforcement message that targeted those individuals who think that wearing seatbelts negatively affects their image.

Both commercials were produced in English and Spanish versions. The Spanish version aired on the state’s Latino stations. A schedule of paid commercials and no-charge bonus commercials were negotiated and aired. In addition to the commercial schedule, “Click It or Ticket” sponsored the Connecticut Beach Watch reports that aired on 22 stations throughout the State.

Recap of radio schedule:

- 1,250 paid commercials aired over the schedule.
- 1,250 bonus commercials aired at no charge.
- 100+ promotional mentions aired at no charge.
- 3,987,000 gross impressions were realized over the course of the schedule.

Total campaign A18-34 GRPs, Reach, and Frequency by Market

	GRPs	Reach	Frequency
Bridgeport	398.0	77.0 percent	5.0x
Danbury	547.0	80.4 percent	6.2x
Hartford	388.0	74.8 percent	5.1x
New Haven	450.0	82.1 percent	5.4x
New London	481.0	72.1 percent	6.4x
Stamford/Norwalk	66.0	21.4 percent	3.1x

METRO TRAFFIC SPONSORSHIPS

Ten-second sponsorship messages of traffic reports running primarily in morning and afternoon drive time aired on 36 radio stations throughout the State throughout the entire four-week campaign. Sponsorship billboards of the traffic reports were

also included. A schedule of paid commercials and no-charge bonus commercials were negotiated and aired.

- 385 paid commercials aired over the schedule.
- 943 bonus commercials aired at no-charge.
- 814,000 A18-34 gross impressions were realized over the course of the schedule.

NEWSPAPER

A black and white newspaper ad ran in 14 daily newspapers and seven weekly newspapers that were published across the State. The ad was sized 4 col x 10" (approximately 7.5" x 10"). A schedule of paid ads and no-charge bonus ads were negotiated and run.

- 76 paid ads ran over the schedule.
- 28 bonus ads ran at no-charge.
- 1,583,600 A18-34 gross impressions were realized over the course of the schedule.

OUTDOOR

Outdoor billboard messages appeared on interstate bulletins and major State arteries throughout the State for the entire six-week campaign. A schedule of paid boards and no-charge bonus boards was negotiated and run. Many of the bulletins stayed posted months after the May-June schedule timeframe at no additional cost.

- 6 paid bulletins ran over the schedule.
- 7 bonus bulletins ran at no charge.
- 1,710,300 A18-34 gross impressions were realized over the course of the schedule.

TRANSIT

A transit-advertising schedule was purchased consisting of bus panels on the street side (kings), sidewalk side (queens), and backside (tails) of buses running in major markets in the State. The schedule was designed to reach 25 percent of each market's population on a monthly basis. Many of the transit ads stayed posted on the buses well beyond the May-June schedule timeframe at no additional cost.

- 47 paid bulletins ran over the schedule.
- 51 bonus bulletins ran at no-charge.
- 1,416,000 A18-34 gross impressions were realized over the course of the schedule.

SPORTS

The New Haven Cutters baseball team sponsored a School Safety Day, giving students tickets to attend the safety fair and enjoy the baseball game. Educational literature produced by the Division of



Occupant protection education reduces traffic fatalities and injuries in the areas of safety belt and child safety seat use.

Highway Safety was distributed to the students explaining why it is important to buckle up. PA announcements were made before, during, and at the end of the game, reminding patrons to buckle up. Additionally, the “Click it or Ticket” banner was displayed during the game.

The Bridgeport Bluefish displayed our “Click it or Ticket” banner during its July 17, 2005, game.

RESULTS

The campaign message reached an estimated 90 percent of adults aged 18-34 combining all media. The campaign frequency combining all media for adults aged 18-34 was 30+ plus times. This means that approximately 95 percent of all adults aged 18-34 in the state were exposed to the campaign message at least once. On average they were exposed to the message 30 times.

COST

\$663,730.00.

NOTEWORTHY PRACTICE 1

PROJECT TITLE

Drink-Drive-Lose Ad Challenge.

TARGET

Students who reside or attend school in Connecticut.

PROGRAM AREA

Alcohol Education.

PROBLEM STATEMENT

Programs designed to address underage drinking and driving remains a major priority in Connecticut. From 1999 to 2003, 12.5 percent of the fatally injured drinking drivers were below the legal drinking age. These figures indicate that 38.8 per 100,000 drivers below the legal drinking age are fatality injured.

OBJECTIVE

To decrease the number of alcohol-related fatal crashes and to reduce serious injury crashes as the result of underage drinking and driving.

STRATEGIES

Students between the ages of 14 and 20, who reside or attend school in Connecticut, were encouraged to be a strong voice in the fight against underage drinking and driving. The students created an advertisement in print, billboard, television, radio, or digital media to promote the concept of not drinking and driving.

Submissions were entered online at the drink-drive-lose.com web site where the public could view each submission and vote for its favorite entry. Students could submit many entries in various formats. A panel reviewed the highest rated entries and selected the winners.

RESULTS

Fifty-eight contestants submitted entries at drink-drive-lose.com. The web site received more than 7,000 visits between February and May, a 4,000 percent increase in activity. There were 1,271 online votes cast by visitors to the web site with 1.6 million media impressions realized.

COST

\$25,543.75.

Contact Information:

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NOTEWORTHY PRACTICE 2

PROJECT TITLE

Bust Aggressive Driving (BAD).

TARGET

Locations identified as having a high crash rate, in the City of New Britain.

PROGRAM AREA

Police Traffic Services (Section 157).

PROBLEM STATEMENT

Over the past few years, the city of New Britain experienced a high frequency of motor vehicle crashes. The New Britain Police Department identified these problem areas and applied for a grant to fund a specialized enforcement effort to address and reduce citywide crashes.

OBJECTIVES

The New Britain Police Department implemented a program to reduce the number and severity of crashes at locations identified as “high frequency crash locations.”

STRATEGIES

New Britain’s innovative program, “Bust Aggressive Drivers” (BAD), identified locations that have a high frequency of crashes and implemented two different enforcement techniques at each location:

- 1) Single officer observations and arrest.
- 2) Team enforcement in which an officer witnesses a violation in an unmarked car and then alerts the enforcement team for the arrest.

RESULTS

- “BAD” data indicates a 19 percent decrease in crashes from November 2004–June 2005.
- Total Enforcement activity included the issuance of 1,838 infractions and 246 summons.
- “BAD Technique 1” produced a higher quantity of arrests while “BAD Technique 2” achieved a higher quality of arrests. This was due to the ability to observe the operator for a longer time without alerting the suspect to the presence of the officer. Consequently, Technique 2 arrests were better substantiated.
- Additional results included arrests for red light running, a stolen car, handgun possession, drug offenses, and breach of peace.

COST

\$82,940.

Contact Information:

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Traffic Safety Bureau

New Britain Police Department
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New Britain, CT 06051

(860) 826-3013

NOTEWORTHY PRACTICE 3

PROJECT TITLE

Stop Running Red Light Program.

TARGET

Motoring Public.

PROGRAM AREA

Section 163.

PROBLEM STATEMENT

In 2004, the Plainville Police Department investigated 713 traffic accidents. Upon review of the crash reports, it was determined that the causative factor in a great number of these crashes was the failure to obey traffic signals (running red lights). The investigation also revealed that many of the crashes resulted in serious physical injuries. Since Route 372 was determined to be a problem location, efforts were concentrated in that area.

OBJECTIVES

The objective of the Stop Red Light Running Program in Plainville was to reestablish respect for traffic control signals, enhance the safety of drivers and pedestrians, and reduce the number of motor vehicle crashes caused by the traffic problem. The program was accomplished through the aggressive enforcement of all traffic laws with an emphasis on red light violations. The program used a community outreach approach that focused on prevention and education for both adults and teenage drivers.

STRATEGIES

Marked patrol vehicles were used along with plain-clothes officers working on foot at intersections. The officers/decoys, dressed as pedestrians, monitored intersections and school crosswalks during peak hours of 8:00 a.m. through 8:00 p.m.. Uniformed officers a short distance from the violation site stopped violators for enforcement action. Attention was concentrated near the public schools.

RESULTS

In 14 days, 630 infraction summons were issued for failure to obey a traffic control signal. In addition to those traffic stops, 13 arrests were made for operating a motor vehicle under suspension, six for misuse of plates, seven for operating an unregistered motor vehicle, four for operating a motor vehicle without a license, five for operating a motor vehicle without insurance, and two for failure to wear a seat belt.

COST

\$28,649.34.

Contact Information:

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Significant challenges to be addressed:

Adjudication of Traffic Offenses

Eliminate the high incidence of traffic-related charges being nollied.

Traffic Records Data

Increase readily accessible, cross-referenced and current crash and judicial records.

Communications

Increase direct outreach programs to geographical and population segments identified as having: high incidence of DUI, low safety belt/child safety seat usage, and high incidence of traffic violations (i.e., speed, following too closely, failure to obey traffic signal, red light running).

Impaired Driving

Improve record keeping, including components of the Connecticut approach to the Model Impaired Driving (DUI)-related Information System:

- Electronic citations at the roadside.
- Integrated/interface with judicial and DMV Information.
- Integrated/interface with offender-based data.
- Data warehouse decision support system.

Improve record keeping, including a grant from the US Department of Transportation, National Highway Traffic Safety Administration that provides an opportunity to further automate and develop Connecticut's information systems to more specifically capture data on offenders, now with a focus on impaired driving (DUI), at or much closer to the time an offense is committed.

Integrated Highway Safety Strategic Plan

Work with all concerned disciplines to assure coordinated planning efforts.